MAY 10, 1948

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Rad levision

TELECASTI

REVIEW BOARD COPY NOT FOR CIRCULATION

RECEIVED
MAY 11 1948
MIAMI UNIVERSITY

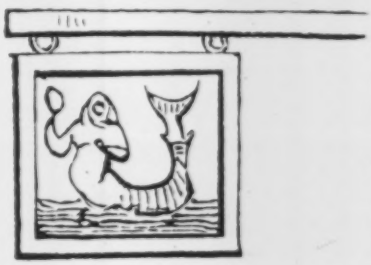
well, of all things!

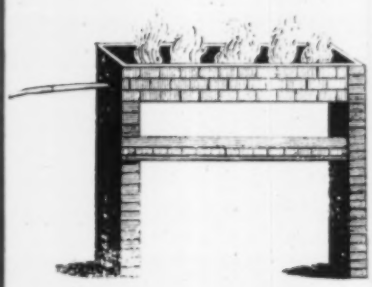
OR: WOR'S PART OF THESE EXTRAORDINARY STORIES, TOO

queer signs for streets

Most of the streets in Merida are distinguished in a manner peculiar to Yucatan, by images of birds or beasts set up at the corners. For example, one street is named La Calle del Flamingo, because of a huge red flamingo painted on the corner house. There is the street of the Old Woman and on its corner is the caricature of an aged female, with huge spectacles astride her nose.

By no means queer are the extraordinary results that WOR's women's shows produce for sponsors. Beauteous Barbara Welles, for instance, recently told her listeners that a paint manufacturer would send them a sample. A few casual announcements produced 10,000 requests. For *paint*, mind you. Martha Deane made 4 brief announcements; 25,589 women cried "Gimme!"





the hottest spot on earth

The hottest regions of the earth are along the Persian Gulf, where little or no rain falls. At Bahrin the arid shore has no fresh water, yet a comparatively numerous population manages to live there, thanks to copious springs which burst forth from the bottom of the sea.

The hottest buys in American radio today are WOR's news programs. One show not only guarantees its sponsor almost 2,000,000 listeners per week, but has a distinguished sales record, too. Another moved one product from 8th to 3rd place in the candy bar field; pulled 82,896 contest entries from 47 states ... 351 from California, 196 from Nebraska.

superstitions of the sea

It is unlucky to point with the finger at a ship when at sea.

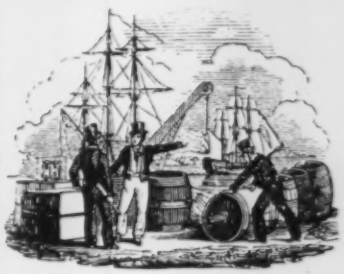
The nails and hair must not be cut at sea except during a storm.

It is unlucky to sneeze on the left side at the moment of embarking.

A knife stuck in the mast, the killing of a pig, or whistling is believed to bring wind in a calm.

It has been repeatedly proven that luck and great success follow the purchase of WOR. As of today, more than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's *got* to pay through the cash register, or else ...

Let's show you how we do it.



WOR— ***heard by the most people where the most people are***

mutual

XUM

"95% of the farmers listen to WLS"

A. J. NESBITT
Hardware Dealer
Savanna, Illinois

Folks in Carroll County, Illinois, have known three generations of Nesbitts in the hardware business. Arthur J. Nesbitt's father was a leading hardware dealer in Savanna about the turn of the century. Arthur has been a Savanna businessman for 30 years, fifteen of them as owner of Nesbitt Hardware Company. Today, his son, Everett, an Army veteran, helps manage the prosperous business.

Both Nesbitts, like most of their customers, are very familiar with WLS. "We sure listen," asserts Everett. "And I bet 95% of the farmers listen to WLS", adds his father.

Farmers are important in Carroll County; they make up 73% of the population. In 1946, retail sales in the county were over 12 million dollars . . . food sales over 2½ million . . . effective buying income 20 million dollars!

Here, 140 miles from Chicago, is a rich county effectively served by WLS, where WLS is intensively *listened to*. Last year we received 4,513 letters from its 5,490 radio homes—82% response! BMB also shows WLS with a high penetration—79% day, 74% night.

For 24 years WLS has been serving the families who make up such prosperous Midwest America communities. Our interest in their problems . . . the service and entertainment we provide them, have made them loyal WLS listeners. And upon loyal listeners depend advertising results.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

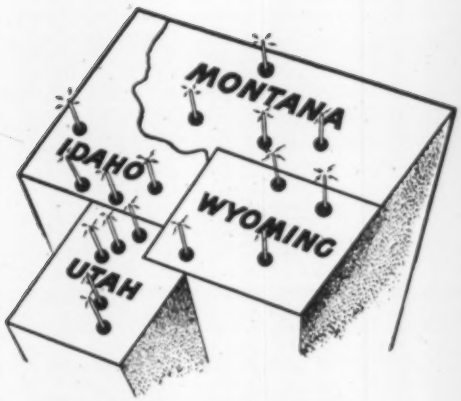
AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

One of a series. Facts on radio listening in the Intermountain West

58,163 Telephone Calls In 14 Intermountain Cities Reveals:

Intermountain Network Delivers:

36.0% *of morning audience*
40.4% *of afternoon audience*
24.5% *of evening audience*



Hooper's Winter, 1947 survey of 14 intermountain cities was by far the biggest survey ever made in this territory. A total of 58,163 coincidental telephone calls were made, revealing:

- unusually high sets-in-use, especially in the daytime outside of Salt Lake City—
- complete dominance of the Intermountain Network during both the morning and afternoon—exceeded by only one network in the evening.

Hooper based the survey on a weighted basis with weights assigned according to population—43% for Salt Lake City and 57% for 13 other Intermountain Network cities.

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities

WINTER, 1947

Time & Day	Sets In Use	Share of Audience: INTER-MOUNTAIN* NETWORK	Ax Network	By Network	Cz Network	All Others
8 a.m. to 12 Noon Mon. thru Fri.	22.2	**36.0**	17.1	18.9	25.2	2.8
12 Noon to 6 p.m. Mon. thru Fri.	25.0	**40.4**	11.6	10.4	31.6	6.0
6 p.m. to 10 p.m. Sun thru Sat.	37.0	**24.5**	10.8	23.1	39.0	2.6

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

Ask Avery-Knodel for further details

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KNOM, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, **Inc. National Representatives**

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

REPORTS IMPOSSIBLE of confirmation afloat last week that Frank E. Mullen, NBC executive vice president since 1940, and radio veteran of 25-years, has been offered presidency of G. A. (Dick) Richards stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles). Mr. Richards, who lives in Los Angeles, was in New York last week. His family and his physicians have urged him to retire from active direction of his properties.

ATLANTA'S confused network affiliation situation clarified last week with official notice that CBS switches from WGST, Georgia Tech station, to WAGA, Fort Industry (Storer) outlet, no later than September and possibly in June. WGST in turn is expected to affiliate with MBS, simultaneously. WATL, Woodruff station, now MBS, expected to go independent.

COMPLAINTS already reaching Capitol Hill that FCC action knocking FM out of 44-50 mc band as of Dec. 31 (story, page 21) will seriously impede FM network relaying since manufacturers say tubes and equipment for high-band relays won't be available for year. Modification of order may be broached unless FCC acts.

SENTIMENT is mounting for appropriate recognition of contributions to development of broadcasting art by radio engineers. Plan may jell at NAB Engineering Conference in Los Angeles next week being held in conjunction with broadcasters' annual Management Conference.

SURPRISE of political campaign may be air appeal of President Truman. Always stilted in reading speeches, he startled capital commentators Thursday by ad libbing network pickup. Word now going around he may sway vast numbers of voters if he throws away script and lets loudspeakers transmit sincerity that marks his informal talks.

DESPITE widespread view that Sen. Charles Tobey (R-N.H.), would accept chairmanship of Senate Interstate & Foreign Commerce Committee at next session if Republicans retain majority, he has refused to commit himself. There is ample reason to believe that with his experience and long-time interest in banking matters, he would prefer to retain his current chairmanship of the Banking & Currency Committee. If he passes up Interstate Commerce Committee, chair probably will go to Sen. Clyde M. Reed (R-Kan.), next in rank.

FCC CHAIRMAN Wayne Coy has accepted invitation of CBS President Frank Stanton to fly to NAB convention, where he will be principal speaker, in CBS-owned DC-3, leaving

(Continued on page 86)

Upcoming

May 10-13: Radio Parts Equipment Show, Steven Hotel, Chicago.

May 12: RCA-FCC probe, Senate Interstate & Foreign Commerce Committee.

May 15: Retiring NAB Board of Directors, Biltmore Hotel, Los Angeles.

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

Bulletins

KERR GLASS Mfg. Co., Span Springs, Okla., to sponsor 13-week spot campaign on 65 key stations coast-to-coast. Campaigns to coincide with home-canning season. Agency, Lennen & Mitchell, Beverly Hills.

PLOTKIN TRANSFERRED

HARRY M. PLOTKIN, FCC assistant general counsel in charge of Litigation and Administration Division, named Friday as temporary successor to Vernon L. Wilkinson as assistant general counsel in charge of Broadcast Division [BROADCASTING, April 5]. FCC said he would serve till Sept. 1, by which time permanent successor should be named. Max Goldman, assistant chief of division under Mr. Plotkin, will serve as acting assistant general counsel in charge until Mr. Plotkin resumes regular post.

Business Briefly

GENERAL MILLS RENEWS 4 ● General Mills Friday renewed four ABC programs, 52 weeks: *Lone Ranger*, Mon.-Wed.-Fri., 7:30-8 p.m.; *Betty Crocker Magazine of the Air*, weekdays, 10:25-10:45 a.m.; *Famous Jury Trials*, Sat., 8:30-9 p.m.; *Green Hornet*, Tues., 7:30-8 p.m. All effective June 2 except *Famous Jury Trials* (June 5). Knox Reeves Adv., Minneapolis, handling *Famous Jury Trials*, Dancer-Fitzgerald-Sample, Chicago, is agency for others.

CAMEL CHANGE ● R. J. Reynolds Tobacco Co. (Camels) dropping 9:30-10 p.m. Saturday spot on CBS after June 26. Vaughn Monroe, now heard at that time, moves into *Screen Guild* spot, 10:30-11 p.m., Mondays for Camels as summer replacement, starting June 28. Agency, William Esty, N. Y.

SUN TAN LOTION SPOTS ● McKesson & Robbins, New York (Tartan) to start announcements May 15 in some markets, June 1 in others, 8 to 13 weeks, on 53 stations. Agency, Benton & Bowles, New York.

INSURANCE TV TEST

ANALAGRAPH ASSOCIATES, New York, division of New York Mutual Benefit Life Insurance, planning one month test television campaign in New York area, starting mid-May on WABD. Believed first video campaign for insurance firm. Bermingham, Castleman & Pierce is agency; Ray Ovington, account executive.

FCC Libel Ruling Attacked at Hearing

FCC WAS TOLD Friday that Texas, at least, will continue to hold radio stations responsible for libelous remarks contained in political broadcasts despite FCC's WHLS Port Huron decision.

Texas stand opposing Commission's interpretation of Communications Act was stated during oral argument on proposed decision in WHLS renewal case, in which FCC held stations may not censor political broadcasts but will not be held liable for any defamatory material they contain [BROADCASTING, Feb. 2].

Legal arguments challenging FCC were raised by Don Petty, NAB general counsel, and W. Theodore Pierson, Washington attorney, while censorship incidents were detailed by counsel for WGOV Valdosta, Ga., and KIDO Boise, Ida. CBS Executive Vice President Joseph H. Ream sent statement contending Port Huron principles would "go much farther than is necessary or desirable in order to avoid discrimination among candidates—in fact, so far that political discussion on the air may be drastically curtailed."

Rep. Lindley Beckworth (D-Tex.) presented brief by Texas Attorney General Price Daniel which contended that under WHLS ruling "every broadcasting station in the state of Texas will be subjected to actions for damages" unless they refuse political broadcasts. Attorney General insists "Texas libel laws are still in effect despite the FCC interpretations" and "radio stations carrying libelous matter will be subject to state laws."

Examples of language WGOV Valdosta would have had to carry under WHLS ruling were cited by Attorney Andrew W. Bennett. Noting that incident arose before WHLS decision, Mr. Bennett said WGOV, now on temporary license, rejected speech by one candidate which contained such personal references as "pistol carrying swaggers," "pistol totin' criminals," "fugitive from justice," "hell-bent," "jail bird," and "big slew-footed ox."

Charles V. Wayland, attorney for KIDO Boise, said KIDO and four other Idaho stations being sued for $100,000 each as result of transcribed political speech of Sen. Glen Taylor (D-Ida.), who threatened to report stations to FCC if they didn't carry it. He asked clarification of Act.

the sweetest hours on WBZ

7:30—7:45 AM Monday, Wednesday, Friday	Peter Paul, Inc. Walnettos and Mounds
8:30 AM Monday, Tuesday, Wednesday, Thursday, Friday	NECCO Bolster Bars
9:00 AM Wednesday, Friday	Rockwood Bits
5:30 PM Thursday 4:00 PM Friday	Fred W. Amend Company Chuckles

Candy makers are WBZ's sweetest sponsors. . and among the *smartest*, too. They know that New Englanders have an avid sweet tooth. The Census Bureau agrees: records show that New England candy consumption exceeds the U. S. average by one pound per person, per year.

That's 9,270,000 pounds of candy! And still the rate of consumption swings upward.

If your products adorn the shelves of New England merchants, WBZ will help you move them into the homes of listeners. Our national representatives will tell you the whole story. They'll tell you, too, how WBZ and WBZA reach 80 percent of the rich New England market. . an advantage simply not obtainable with any other medium.

WBZ

Boston • 50,000 Watts • NBC Affiliate

WBZA Springfield

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

XUM

EXPERT TELEVISION SERVICE ON THE CUFF!

AND WE DO MEAN

SAM CUFF

Scoop! Top television consultant Sam Cuff is now teamed up with us. Know what that means? Right—the stations we represent will get the benefit of some of the smartest, money-makingest know-how in the business.

Formerly general manager of the DuMont Television Broadcasting Stations, Sam Cuff knows his way around in this medium as few men do. His resourcefulness, his experience, his consultation—all are available to the stations we serve, without fee.

Stations hobbled by doubts and qualms will find Sam Cuff's services a revelation and a b o o n — spelled b-o-o-m!

ADAM J. YOUNG, JR.
INCORPORATED
11 WEST 42nd STREET • NEW YORK CITY

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
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BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

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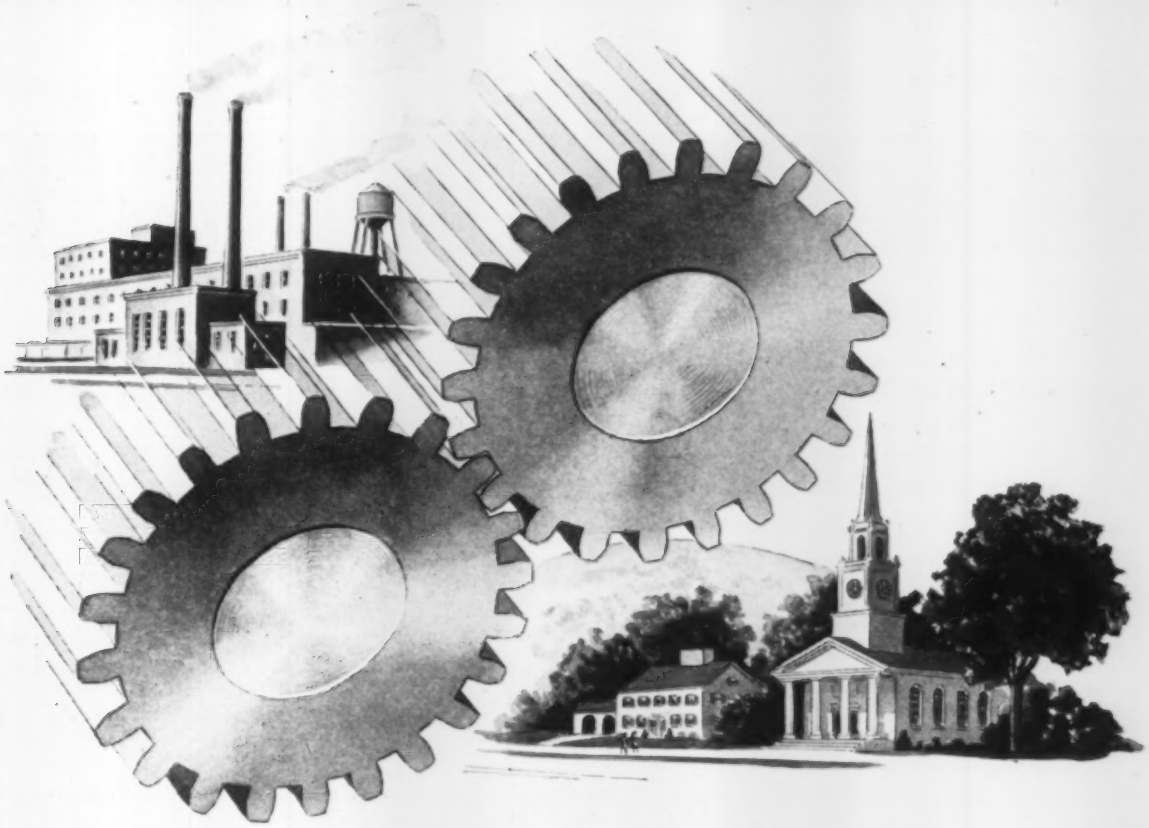
Subscription Price: $7.00 Per Year, 25c Per Copy



Geared to New England Markets

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston - Auburn, Me.
WLLH — Lowell - Lawrence, Mass.
WKBR — Manchester, N. H.
WNLC — New London, Ct.
WBRK — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSYB — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.
WAAB — Worcester, Mass.

Yankee home-town stations offer the greatest flexibility in adjusting your selling to changing patterns of distribution and market conditions.

The basically important fact is that everywhere you will receive the full benefit of the local influence and acceptance which every Yankee home-town station has in its service area.

Local programs, plus Yankee programs, plus national programs assure a ready-made and responsive audience — with local dealer co-operation that provides a firm sales-hold on the market.

Select the stations you need. You can buy one or two, or a larger group, or the whole 23-station network. What you get is controlled local impact when you want it — where you want it — from Bridgeport to Bangor.

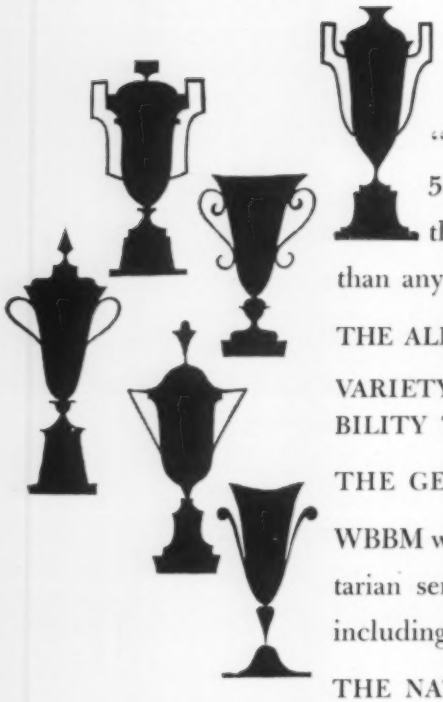
It's the Yankee way to sell New England.

"This is The Yankee Network"

Member Mutual Broadcasting System

XUM

The Nation's most honored station



"Chicago's Showmanship Station"—50,000-watt WBBM—has won more of this year's most coveted Radio Awards than any other station in America:

THE ALFRED I. DU PONT STATION AWARD

VARIETY PLAQUE AWARD FOR "RESPONSIBILITY TO THE COMMUNITY"

THE GEORGE FOSTER PEABODY AWARD

WBBM was honored six more times for humanitarian service to the community during 1947, including citations by . . .

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

A SPECIAL WENDELL L. WILLKIE JOURNALISM AWARD

And WBBM-produced "Melody Lane" was selected as the best commercial program in America for "large store advertisers" by the National Retail Dry Goods Association.

XUM

Chicago's most sponsored station

WBBM — the nation's most honored station — carries *more* advertising than any other radio station in Chicago.

. . . And has every year for 22 consecutive years!

The reason? Local, national spot and network advertisers — like major radio award committees — have found WBBM has a flair for creating programs that command attention. *And get results.*

Credit goes to WBBM's 38 master showmen whose ingenuity and skill make every WBBM-built program a prize contender . . . whether it's designed to move people to act on a social problem or to move people to *buy* and *buy* and *buy.*

The conclusion is obvious: To get many more Midwesterners to buy much more of *your* merchandise, use WBBM — "Chicago's Showmanship Station."

"Chicago's Showmanship Station" **WBBM**

COLUMBIA OWNED • 50,000 WATTS • 780 KILOCYCLES

Represented by Radio Sales . . . Radio Stations Representative . . . CBS

XUM

Nobody in Baltimore listens to WFLA

but...

EVERYBODY listens to WFLA in the big and busy, growing Tampa-St. Petersburg market! Hooper after Hooper, including the latest, shows that more radios are tuned to WFLA than to any other station — morning, afternoon and night! To reach the bulk of the buying power in the heart of Florida's richest, most heavily populated trade area, use the station that leads in listeners. Use WFLA!

5000 WATTS DAY AND NIGHT

NBC AFFILIATE

WFLA

The Tampa Tribune Station

National Representative JOHN BLAIR & CO

Southeastern Representative HARRY E. CUMMINGS

TAMPA

Feature of the Week

WKYW transmitter afloat.

WHEN IT COMES to being prepared in time of flood, Noah had nothing on WKYW Louisville.

The station's transmitter house is located on low lying ground near the Ohio River—in fact so near that the area was well covered when the river recently reached a flood stage of 13 feet. This, however, didn't stop things at WKYW

(*Continued on page 41*)

On All Accounts

THE PERSONAL crest has gone out of fashion as a symbol of accomplishment. Yet if the vogue were to be revived, Tom Slater, director of programs and talent development and manager of network operations at Ruthrauff & Ryan, New York, could well adopt "crossed hamburgers on a field of clover" as his private insignia of triumph.

While still a young instructor at Miami U., Oxford, Ohio—prior to that he was on the staff of Northwestern U. — Tom first stepped out of his academic robes for an extra-curricular whirl as narrator on a hamburger eating contest aired over the local loudspeaker. With that hamburger-fry, the fat was in the fire and Tom was on his way, with a few detours, toward a career in radio that was to net him national acclaim and at least one international award. Those detours, incidentally, involved a two-year tour with a Chautauqua circuit and a grand opera company, both in business capacities.

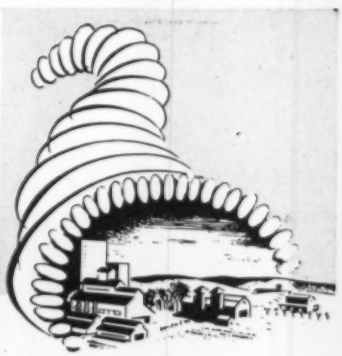
TOM

Tom's baptism in professional radio took place at WHIO Dayton, after which he moved to the nearby Crossley group, WSAI-WLW in Cincinnati as an announcer and producer. Leaving Cincinnati, he was appointed manager of the Newark studios of WOR-Mutual in charge of the network's daytime musical shows.

Presently he was named director of special features and sports for MBS and supervisor of the network's war programs. In that capacity he arranged for the broadcast of the first Louis-Conn fight, his first assignment in a job that was to take him to political conventions, inaugurations, forest fires, football games, world series, and eventually to Ruthrauff and Ryan. In his present position with R&R he exercises his radio wisdom in behalf of *Amos 'n Andy*, Dick Haymes, Jim Bacchus, *The Shadow*, *Aunt Jenny* and Gabriel Heatter.

Tom Slater is perhaps best described by the awards he has won. He has been cited by the National Headliner's Club for "Radio's Outstanding Special Events Broadcast in 1946—'Contacting the Moon by Radar'." He was chosen by the Sports Broadcasters Assn. "as having done most to bring credit and dignity to his profession." The Treasury Dept. granted him the Silver Award for patriotic service, and the Norwegian government tendered him the King Haakon Liber-

(*Continued on page 18*)



Profits Await You in this Prosperous Market

WGAL

LANCASTER, PA.

Established 1922

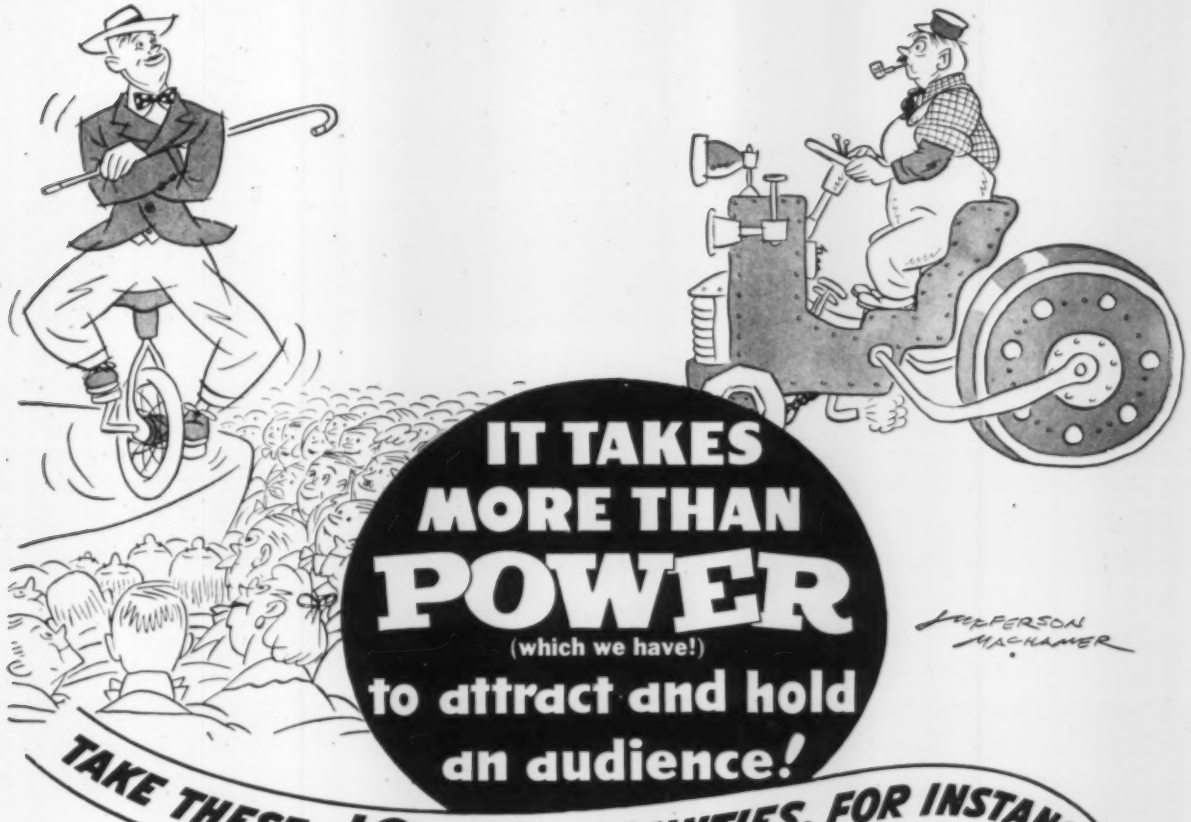
Represented by

ROBERT MEEKER ASSOCIATES

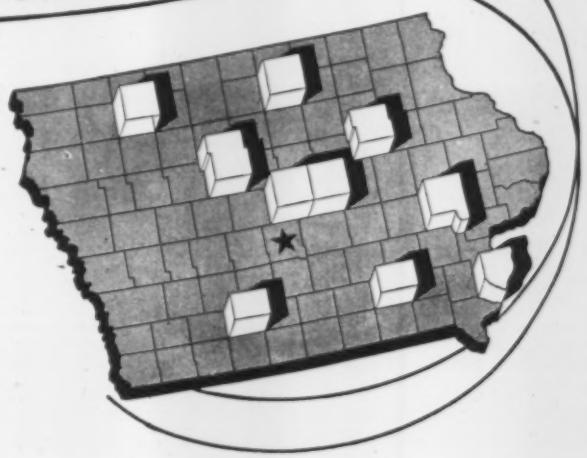
NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

NBC AFFILIATE

A STEINMAN STATION



TAKE THESE 10 IOWA COUNTIES, FOR INSTANCE



BALANCED programming—that inimitable blend of good entertainment, timely information and outstanding public service—is the *best* audience-holder any radio station can offer.

Its effectiveness is proved again in the ten counties lifted from the Iowa map at the right. Each of those counties is "home" for at least one good local or regional station with an excellent signal in its own county. *Yet the 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO gets an average of 48.9% of all listening in those ten counties!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming —Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

Your

Advertising Dollar

is

HIGH-POWERED MONEY

in **RICHMOND**

When you use **WRNL**

As the term is used in economics, HIGH-POWERED MONEY means an expenditure that provokes further and greatly multiplied expenditures and income . . . the dollar with a rapid and sustained turnover . . . a good income producer.

We know of no better definition of a well-spent advertising dollar.

RICHMOND, VIRGINIA

5,000 Watts

910 KYLOCYCLES

WRNL

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

Agencies

GERALD LIEBERMAN, independent television writer-director, appointed television director-accounts executive for Leland K. Howe Assoc., New York.

BERNARD HOWARD, for past four years assistant radio director at Arthur Meyerhoff & Co., Chicago, resigns to open own radio and TV production firm.

HUGH BROWN, formerly of control department, Kudner Agency, New York, transferred to television department to assist in producing new Texaco program to begin in early summer on WNBT New York.

CARL BRANDES Jr., former salesman for *American Exporter* trade publication, and previously with WAKR Akron, joins Pat Patrick Co., Glendale, Calif., as account executive.

LOUIS A. SMITH Co., Chicago, May 3 moved quarters from 435 N. Michigan Ave. (Tribune Tower) to 360 N. Michigan Ave.

JACK DONAHUE, former account executive for Pat Patrick Co., Glendale, Calif., joins Irwin-McHugh Adv., Hollywood, in same capacity.

HELEN BROCKMAN, former special consultant on fashion and food for Brisacher, Van Norden & Staff, and account executive with Harshon-Garfield Inc., both New York, joins New York office of Madison Adv. as creative and publicity director.

ED FELDMAN, on production staff of Biow Co., New York, leaves this week for West Coast, where he will produce and direct *Take It or Leave It*.

LILYON E. LOUDEN, previously with J. Walter Thompson Co., New York, as publicity writer, joins public relations department of Geyer, Newell & Ganger, New York.

STUART HEINEMANN, production manager, Allied Adv., Los Angeles, awarded certificate of commendation for work on U. S. Marine Corp Reserve recruiting campaign.

LEO COUTT, public relations counsel, joins Scholts Adv. Service, Los Angeles, to head newly-organized public relations division.

CARLOS FRANCO, associate manager of Young & Rubicam New York radio division and manager of station relations, arrives in Hollywood tomorrow (May 11) for ten days.

BREWSTER MORGAN, program department manager, Compton Adv.; GAIL SMITH, head of daytime radio for Procter & Gamble, and WILLIAM CRAIG, assistant to Mr. Smith, are in Hollywood working on format of ABC *Breakfast in Hollywood* with its new m.c., Garry Moore.

WAUHILLU La HAY, radio publicity director of N. W. Ayer & Son, New York, arrived in Hollywood May 1 for three weeks conferences regarding summer and fall radio shows.

SALLY WATSON, executive secretary to CORNWELL JACKSON, Hollywood vice president, J. Walter Thompson Co., and ROBERT EARLE, freelance actor, announcer and producer, to be married May 30.

SMILING PRETTY was the order of the day as John Gilman (second from r), vice president and advertising manager of Lever Bros., New York (Lux), visited CBS "Radio Theatre." L to r: Cornwell Jackson, vice president, J. Walter Thompson Co., Hollywood; William Keighley, program director; Mrs. Gilman; Joan Caulfield, William Holden, film stars appearing on the particular night's program; Mr. Gilman; D. W. Thornburgh, CBS Western Division vice president.

Three Beauties of the Deep South

1. ST. LOUIS PLANTATION, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. ESSO OIL REFINERY, Baton Rouge. Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

XUM

Telestatus Report

(REPORT 6)

FEBRUARY SPONSORS

DIVERSIFIED business and service groups are buying television time, according to an analysis of 215 TV sponsors based on a questionnaire survey of stations now on the air with visual programs [BROADCASTING, May 3].

Publication of a list of these sponsors, was begun in the May 3 issue. The list gives name of advertiser, program title, station or stations, program type, rendition, day and hour, and advertising agency.

The TV sponsors were broken down into 28 categories in the summary, with retail stores and shops as the leading users of television.

The first portion of the complete list of TV advertisers, as published in the May 3 issue, covered advertisers from A to J. The second portion, covering from J to Z, follows below.

Video Advertisers in February -- Part B

(Part A Appeared May 3 Issue)

Advertiser	Product	Program Title	Station(s)	Program Type	Studio Remote or Film	Local Net	Day & Time	Agency
Jay Jay Junior	Dresses	Mary Kay & Johnny	WABD	Variety	S	L	Tue., 7:45-8 p.m.	Bermingham, Castleman & Pierce
Jump Town	Night Club	Jump Town Revue	WBKB	Variety	S	L	Sat. 7:55-8 p.m.	Direct
Jiffy Products	.....	Weather Forecasts	WPTZ	Ann.	..	L	Sun. Evening	Martin & Andrews
Kelley Kar Co.	Auto Dealer	.....	KTLA	Ann.	..	..	.....	.....
Kirk Plastic Co.	.....	.....	KTLA	Ann.	..	..	.....	.....
Kaiser-Frazer Corp.	Autos	Original Amateur Hour	WABD	Variety	S	DuMont	Sun. 7-8 p.m.	Swaney, Drake & Bement
			WTTG, WFIL-TV, WMAR-TV					
Kool Vent Awnings	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
Kress Dairy	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
S. & N. Katz	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
Krause & Waltz	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
Harry Krause	Studebaker Cars	Amateur Program	WFIL-TV	Variety	S	L	Fri., 8-8:30 p.m.	Samuel Taubman
Kraft Foods Co.	Cheeses	Television Theatre	WNBT	Dramatic	S	NBC	Wed., 9-10 p.m.	J. Walter Thompson Co.
			WRGB, WPTZ, WNBW					
Lacy's	Motorola radios	You Name It	WNBW	Variety	S	L	Thur. 8 p.m.	Henry J. Kaufman & Assoc.
Los Angeles Television Distributors#	TV Set.	On The Town	KTAL	Variety	R,S	L	Tue.-Sat., 2-4 p.m.	.....
Lektrolite Corp.	Lighters	.....	KTLA	Ann.	F	L	Weekly spots	Donahue & Coe
			WBKB, WABD					
Longine-Wittnauer Watch Co.	Watches	Time Signals	WABD	Ann.	F	L	.....	Arthur Rosenberg Co.
Lubar Radio & Appliance Co.	Radios	.....	WNBW	Ann.	F	L	Wed., 8 p.m.	Alvin Epstein
Lucele Ltd.#	Furs	Doorway to Fame	WABD	Variety	S	L	Mon., 7-7:30 p.m.	William Warren Agency
Harry C. Lieberman	Real Estate	.....	WFIL-TV	Ann.	S	L	.....	Harry Feigenbaum
Manhattan Soap Co.*	Sweetheart Soap	Missus Goes A-Shopping	WCBS-TV	Aud. Part.	R	L	Wed., 1-1:30 p.m.	Duane Jones Co.
C. F. Mueller Co.*	Macoroni, Spaghetti	Missus Goes A-Shopping	WCBS-TV	Aud. Part.	R	L	Wed., 1-1:30 p.m.	Duane Jones Co.
May Co.#	Dept. Store	Shopping at Home	KTLA	.....	S	L	Tue. 8:15-8:30 p.m.	Milton Weinberg
Galvin Mfg. Corp.	Motorola Radios	Boxing	KTLA	Ann.	R	L	Tue., 8:30-11 p.m.	Gourfain-Cobb
			WBKB	Sports				
McKee Pontiac	Autos	.....	WMAL-TV	Ann.	..	..	.....	Kal, Ehrlich & Merrick
Master Appliance Co.	Kitchen Cabinets	.....	WNBW	Ann.	F	L	Wed. 8:45 p.m.	I. T. Cohen
Meadow Gold Ice Cream Co.	.....	.....	WTTG	Ann.	S	L	Tue., Thu.	J. S. Beattie Adv.
Marty's	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
National Brewing Co.	Beer	Basketball	WTTG	Sports	R	L	Wed., Sat., 8:45-10:45 p.m.	Owen & Chappell
New Era Potato Chips Sales Corp.	Potato Chips	Barn Dance	WBKB	Variety	S	L	Mon., 8-8:30 p.m.	Tom Schroeder
Norge Dealers	Appliances	News	WWJ-TV	News	S	L	Thur., 8:45-9 p.m.	Campbell-Ewald Co.
Norge Dealers	Appliances	Hockey	WWJ-TV	Sports	..	L	Sun. Evening	Campbell-Ewald Co.
Ned's Auto Supply#	Appliances	Junior Jamboree	WWJ-TV	Children's	S	L	Tue.-Sat., 4:45-5 p.m.	.....
Nash-Kelvinator Corp.	Refrigerators, Ranges	Kelvinator Kitchen	WNBT	Educational	S	NBC	Wed., 8:30-8:45 p.m.	Geyer, Newell & Ganger
			WRGB, WPTZ, WNBW					
P. J. Nee Furniture Co.	Furniture	Basketball	WNBW	Sports	R	L	Tue., Sat., 8:30-11 p.m.	Harwood Martin
National Weather Window	Storm Windows	.....	WFIL-TV	Ann.	S	L	.....	Ed Schapiro
Northwestern-Hanna Fuel Co.	Fuel	.....	WTMJ-TV	Ann.	F	L	Sun. 7:44 p.m.	Scott-Telander
							Thu. 8:19 p.m.	Scott-Telander
Oldsmobile Division of General Motors	Cars	Oldsmobile Reviews the News	WNBT	News	F	NBC	Sun. 7:50-8 p.m.	D. P. Brothers & Co.
Park Camera Exchange#	Cameras	Shopping at Home	KTLA	.....	S	L	Tue., 8:15-8:30 p.m.	.....
Pelts Furs, Inc.	Furs	.....	KTLA	Ann.	S	L	Weekly spot	.....
Pep Boys#	Retailer	Shopping at Home	KTLA	.....	S	L	Sun., 8:40-8:55 p.m.	.....
Phillip's Radio & Appliance Co.	Radios	.....	WTTG	Ann.	S	L	Tues., Fri.	I. T. Cohen Agency
Pennsylvania Linoleum Co.	Floor Coverings	.....	WTTG	Ann.	S	L	Mon., Wed., Fri.	I. T. Cohen Agency
Philco Distributors	TV Sets	Hockey	WBKB	Sports	R	L	Wed., Sun. 8:30-11 p.m.	Direct
Park Plaza	Hotel	.....	WMAR-TV	Ann.	F	L	.....	.....
Philco Distributors	TV Sets	Fun & Fables	WWJ-TV	Children's	S	L	Tue.-Sat. 5:30-6 p.m.	William I. Denman
Philco Distributors	TV Sets	TV Theater	WWJ-TV	Dramatic	F	L	Sun., 5-6:20 p.m.	William I. Denman
Peake Motor Co.	Cars	News in Review	WNBW	News	S	L	Fri. 9-9:15 p.m.	Henry J. Kaufman & Assoc.
Powell & Campbell	Shoes	.....	WABD	Ann.	F	L	Thu. 6:44 p.m.	Sterling Adv. Agency, Inc.
Purofied Down Products#	Pillows	Birthday Party	WABD	Children's	S	L	Thu. 7-7:30 p.m.	Bermingham, Castleman & Pierce
Powers, Inc.	Electrical Appliances	.....	WABD	Ann.	S	L	Fri. evening	A. W. Lewin Co.
Pepsi Cola Co.	Everyess	.....	WCBS-TV	Ann.	F	L	Spots	Young & Rubicam
Philadelphia Automobile Club	Club Memberships	.....	WFIL-TV	Ann.	S	L	Sunday evening	Joseph Lowenthal
Philadelphia Electric Co.	Utility	Television Matinee	WPTZ	Variety	S	L	Mon.-Wed., 2-3 p.m.	Direct
Repcall Brass	.....	.....	KTLA	Ann.	..	..	.....	.....
Richards Radio	Radio & Appliances	Lois Andrews Show	KTLA	Musical	S	L	.....	.....
Ronson Art Metal Works	Lighters	.....	KTLA	Ann.	F	L	.....	Cecil & Presbrey
			WBKB, WMAR-TV					
R. J. Reynolds Tobacco Co.	Camel Cigarettes	Camel Newsreel	WNBT	News	F	NBC	Mon.-Fri., 7:50-8 p.m.	William Esty & Co.
			WNBW, WRGB, WPTZ					
RCA#	TV Sets	Junior Jamboree	WBKB	Children's	S	L	Mon.-Fri., 4 p.m.	J. Walter Thompson Co.
RCA#	TV Sets	Junior Jamboree	WWJ-TV	Children's	S	L	Tue.-Sat., 4:45 p.m.	J. Walter Thompson Co.
Reed Candy Co.	Paloops	News in Pictures	WBKB	News	S	L	Tue., 8:20-8:25 p.m.	Reincke, Meyer & Finn
Robinson-Lloyds, Ltd.	Champagne	.....	WABD	Ann.	F	L	Twice-Weekly Spots	Wiley, Frazee & Davenport
RKO Radio Pictures	Tycoon	Tycoon (trailer)	WNBT	Ann.	F	L	One-week schedule	Direct
Roberts Piano Co.	.....	.....	WRGB	Ann.	S	L	Fri., 8:30 p.m.	Direct
Reynolds & Co.	Brokerage	Leaders in Industry	WPTZ	Discussion	S	L	Tue., 8-8:15 p.m.	Philip Klein
Radio Specialty	Radios	Philco News & Views	WTMJ-TV	News	S,F	L	Wed.-Sat., 7:45-7:55 p.m.	Gus Marx
Sleep Shops#	Sleepers' Accessories	Shopping at Home	KTLA	.....	S	L	Tue., 8:15-8:30 p.m.	.....
Schwabacher Frey#	.....	Shopping at Home	KTLA	.....	S	L	Sun., 8:40-8:55 p.m.	.....
Sears, Roebuck & Co.#	Dept. Store	Shopping at Home	KTLA	.....	S	L	Sun., 8:40-8:55 p.m.	.....
Snowden Chemical	.....	.....	KTLA	Ann.	..	..	.....	.....
Shannon & Luchs	Real Estate	.....	WMAL-TV	Ann.	F	L	Six a week	Henry J. Kaufman & Assoc.
Simon Distributing Co.	Motorola Radios	.....	WMAL-TV	Ann.	F	L	Two a week	Henry J. Kaufman & Assoc.
Simon Distributing Co.	Motorola Radios	.....	WNBW	Ann.	F	L	Three a week	Henry J. Kaufman & Assoc.
Simon Distributing Co.	Motorola Radios	.....	WTTG	Ann.	F	L	Three a week	Henry J. Kaufman & Assoc.
Sun Radio Co.	Electric Appliances	.....	WNBW	Ann.	F	L	Fri. 9:45 p.m.	Kal, Ehrlich & Merrick
Stewart's	Men's Clothes	.....	WNBW	Ann.	F	L	Mon. 9:45 p.m.	Romer Tempo Ad. Associates
Stewart's	Men's Clothes	.....	WTTG	Ann.	S	L	Mondays	Romer Tempo Ad. Associates
Swift & Co.	Meats	Home Service Club	WNBT	Variety	S	NBC	Fri., 1-1:30 p.m.	McCann-Erickson
			WNBW, WPTZ					
Southern Venetian Blind Co	Blinds	Bob Wolff Show	WTTG	Sports	S	L	Tue., 7:45-8 p.m.	Direct
Squirt Co.#	Squirt	Barn Dance	WBKB	Variety	S	L	Mon., 8-8:30 p.m.	Ruthrauff & Ryan
Simon Distributing Corp	.....	On Wings of Thought	WMAR-TV	.....	..	..	One-time quarter-hour	.....

(Continued on page 41)

Progress

WHIO Keeps in step with Dayton!

Memorandum

WHIO, Dayton, will offer you ALL THREE

- **WHIO-AM** long has been the standout station in Dayton among both listeners and radio advertisers. BMB and Hooper show most folks in Dayton and Miami Valley listen to WHIO. Fine programs, originated locally and by CBS, accurate newscasts, plus real public service keeps WHIO first among Dayton stations.

- **WHIO-FM,** Dayton's first FM station, has been winning friends (and customers) since March first. As soon as new transmitter equipment is available, WHIO-FM will broadcast with effective power of 20,000 watts. No program duplication here. WHIO-FM offers listeners an entirely separate program fare, including sports broadcasts, news, music, and other outstanding programs.

- **WHIO-TV** will be a reality before year-end. All the experience, market knowledge and program know-how which go to make WHIO-AM and WHIO-FM first in the Dayton and Miami Valley will be available for WHIO-TV. Then WHIO will offer you all three for your complete sales coverage of this valuable market . . . with AM, FM, and TV.

5000 WATTS
BASIC CBS
DAYTON, OHIO

NEWS: UP, AP, INS

G. P. Hollingbery Company,
Representatives

Harry E. Cummings,
Southeastern Representatives

BMI Pin-up Sheet

HIT TUNES FOR MAY

A BED OF ROSES (Johnstone-Montel)
NCB THESAURUS—Sammy Kaye
NBC THESAURUS—Willard Young
LANG-WORTH—Hugh Waddill

A FEW MORE KISSES (Patmar)
STANDARD—Buzz Adlam

ALL DRESSED UP WITH A BROKEN HEART (Marks)
NBC-THESAURUS—Novatime-Trio
STANDARD—Lawrence Welk
WORLD—Russ Morgan
LANG-WORTH—Johnny Thompson

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036
Sammy Kaye—Vic. 20-2652
Hal Derwin—Cap. 481
Snooky Lanson—Merc. 5124

FOOL THAT I AM (Hill & Range—Mutual)
NBC-THESAURUS—Novatime-Trio
STANDARD—Rudy Sooter
LANG-WORTH—Airlane Trio

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004
Dinah Washington—Merc. 8082
Savannah Churchill—Manor 1129

I WOULDN'T BE SURPRISED (Republic)
NBC THESAURUS—Sammy Kaye

IT'S EASY WHEN YOU KNOW HOW (Pemora)
LANG-WORTH—Lenny Herman
WORLD—Jose Morand

LONG AFTER TONIGHT (BMI)
WORLD—Charlie Spivak

LOVE IS SO TERRIFIC (Mellin)
NBC-THESAURUS—Jumpin' Jacks
LANG-WORTH—Chuck Foster
WORLD—Les Brown

SOMEONE CARES (Campbell-Porgie)
NCB THESAURUS—Novatime Trio

TERESA (Duchess)
NBC-THESAURUS—Music of Manhattan
LANG-WORTH—Lenny Herman
STANDARD—Curt Massey
" Les Paul Trio

TROUBLE IS A MAN (Regent)
Sarah Vaughn—Music. 533
Martha Davis—Dec. 24383
Ginny Powell—Atlantic 860
Hall Sisters—Vic. 20-2396
Mary Ann McCall—Col. 38131

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)
LANG-WORTH—Chuck Foster
CAPITOL—Buddy Cole
STANDARD—Dick Jurgens

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)
WORLD—Charlie Spivak
NBC-THESAURUS—Slim Bryant

Coming Up

CHICKAWA, CHICKAWA, CHILAKEE (Commercial)
GILLY GILLY, WISH WASH (Marks)
LOVE IS FUN (Encore)
HIGHWAY TO LOVE (BMI)
MY GIRL FRIEND JULAYDA (Mellin)
RHUMBA JUBILEE (Amigo)
SERENADE (Music Played on a Heartstring) (Duchess)
SPRING IN DECEMBER (Melodi-Leeds)
SWING LOW SWEET CLARINET (Stuart)
THERE I GO (BMI)
WHO'S GOT ALL THE DOUGH (Alvin)
YOURS (Quiereme Mucho) (Marks)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

New Business

MASON, AU & MAGENHEIMER Inc., Brooklyn, N. Y. (candy), signed with Keystone Broadcasting System to sponsor *Keeping Up With the Wigglesworths*, transcribed, quarter-hour, twice weekly, on 80 KBS stations in south and southeastern states. Plans to extend series nationally on KBS in fall. Agency: Moore & Hamm, New York.

COLGATE-PALMOLIVE-PEET May 17 begins intense seasonal spot campaign for Veto, a deodorant. Ted Bates Inc., New York, C-P-P agency, buying one-minute spots on 160 stations in as many markets, five times weekly on each station for 16 weeks.

CLEVELAND DISTRICT FORD DEALERS, Cleveland, Ohio, signed for 16 games of Cleveland Browns football club over WGAR Cleveland. Games to be fed to WBNS Columbus under same sponsorship. Agency: J. Walter Thompson Co., Detroit.

F. & M. SCHAEFER BREWING Co., New York, signed with WPIX(TV) New York for 30 New York Ranger hockey games in Madison Square Garden, November through March. Schaefer is first WPIX sponsor.

COVER GIRL HOSIERY, Newark, N. J., appointed Art-Copy Adv., Newark, to handle advertising. Will use radio.

EVERSHARP INTERNATIONAL Inc., Toronto (pens, pencils, Schick razors), appointed Baker Adv. to handle Canadian advertising. No changes from current campaigns announced as yet.

PHILIP MORRIS & Co., New York, May 17 starts for 42 weeks spot campaign on WABD New York and WTTG Washington, DuMont TV stations. Will use five a week on WABD; three weekly on WTTG. Agency: Biow Co., New York.

GEORGE A. HORMEL & Co., Austin, Minn. (canned meat products), May 1 started half-hour weekly *Hormel Girl Corps* on nine additional California stations; previously heard only on KHJ Los Angeles. New stations: KGB San Diego, KDB Santa Barbara, KVEC San Luis Obispo, KXOA Sacramento, KXOB Stockton. Agency: BBDO, Los Angeles.

SUNBEAM Corp., Chicago (electric products) and **GOODALL Co.**, Cincinnati (clothing), dividing sponsorship of *Dugout Interveiws* on WGN-TV Chicago. Former sponsoring one-third, latter two-thirds. Agencies: Perrin-Paus Co., Ruthrauff & Ryan, respectively; both Chicago.

NASH-KELVINATOR May 9 started for 13 weeks film spots, three a week, on WTMJ-TV Milwaukee. Agency: Geyer, Newell & Ganger, New York.

BRADSHAW Co. and BOB WALTERS CANDY Co., New York, appointed Bermingham, Castleman & Pierce, New York, to handle advertising. Both accounts to use spot radio.

BULOVA WATCH Co., New York, contracted for series of seven time signals per week on WGN-TV Chicago. Agency: Biow Co., New York.

STAR UNION PRODUCTS Co., Peru, Ill. (Star Model, Sepp'l Brau beer), appointed W. D. Lyon Co., Cedar Rapids, to handle advertising. Will use radio.

MILLIRON'S, Los Angeles (department store), May 3 started two-week spot campaign, 202 spots, on KECA, KLAC, KFVD Los Angeles; KXLA Pasadena; KIEV Glendale. Agency: Hunter Adv., Los Angeles.

PERFUMERIA LEMAITRE (perfumes, soaps, lotions), and **LABORATORIOS FUENTES** (cough medicine, skin salve), both in Cartagena, appointed McCann-Erickson's office in Bogata, Colombia to handle advertising campaign. Radio will be used.

NATHAN ALBERT & SONS INC., New York (Children's wear), appointed Bliss & Marces Inc., New York, to handle radio campaign; anticipating expanded schedule. No definite plans made.

ELGIN NATIONAL WATCH Co., Elgin, Ill., contracted for time signals on WGN-TV Chicago, Thurs., Fri., precede sports telecasts. Firm now has film spots on six TV stations: WGN-TV, WCBS-TV, WNBT New

(*Continued on page 75*)

"It's a 50,000 watt boy, Mr. Time Buyer!"

...the first of its kind in the New Jersey-New York Metropolitan Area. We're sure this newcomer, Television Station WATV, will make a mighty valuable addition to your media family.

His new RCA 50,000-watt transmitter—the most powerful in the New York Area—will blanket 25 counties in America's Richest Market* with *your* sales message.

His imposing schedule of film shows and remotes will be on the air seven days a week, starting at 3 PM. Live studio programs from the World's Largest Television Studio at Television Center will follow shortly.

You can learn more about this high-powered newcomer by calling or writing Station WATV— and don't forget to ask about the special Pioneer Rate Plan.

*WATV Prospectus now available.

watch **WATV** channel **13**

TELEVISION CENTER, NEWARK 1, N.J.

The Family Station serving New Jersey and Metropolitan New York

XUM

Cowan Executive Finds Changes Helpful

EDITOR, BROADCASTING:

I have been out ill for a number of weeks and consequently had not had a chance to read BROADCASTING. Last night for the first time I picked up a copy, and I received one of the most pleasant surprises of my life.

The changes in the magazine were startling, and I must say I don't think I have ever enjoyed reading a copy of the magazine as much as I did the current issue. Pictorially, it was splendid, and from a typographical standpoint, such columns as "Agencies" and "New Business" were so legible and interesting looking that I couldn't help but read every word of them.

Congratulations are certainly due to you for this forward step, and in view of the tremendous excitement I am sure the new copies are causing, I hope you will go even farther along the same lines. I will certainly look forward to reading BROADCASTING now more than ever before.

Alfred L. Hollender
Louis G. Cowan Inc.
New York

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Drenner Praised Tape Recorders 3 Years Ago

EDITOR, BROADCASTING:

The item on ABC's use of the Ampex tape recorder [BROADCASTING, April 26], is encouraging, but hardly revolutionary. My original article on the Magnetophon in BROADCASTING nearly three years ago not only emphasized utilization of magnetic tape recording for direct playback, but also indicated that the reproducing head acted as an almost instanteous monitor of the material being recorded. At a tape speed of 77 cm. sec. the tape passes from the recording head to the reproducing head (a physical distance of only about 5 cm.) at a rate which to the ear is not discernible.

Further, this original article emphasized that the German R. R. G. used tape recordings almost exclusively for all important broadcasts, because of the editing and censorship feature. The BBC has for years used the Marconi-Stelli tape machine as a direct playback mechanism, as well as Phillips-Miller embossed tape machine for the same purpose: both these machines have the instantaneous monitoring and playback feature which you mention in your item on the Ampex device.

It is interesting to note the wide acclaim and the seemingly open-awed acceptance of magnetic tape recording now, when my article in BROADCASTING brought me many letters expressing polite disbelief at the claims I made for it. That's what is encouraging: I'm glad other people are beginning to enjoy what I've had for four years.

I might mention that the first German machine which to my knowledge was examined by U. S. personnel was that which I found at Radio Luxembourg in September 1944. This was one of the early models, but differed little in essentials from that described in BROADCASTING.

Don V. R. Drenner
Engineer
KGGF Coffeyville, Kan.

* * *

Telestatus Report Called Fine Reporting

EDITOR, BROADCASTING:

Congratulations. Your Telestatus Report, is the finest reporting I have seen to date on television—something we greatly needed to keep up-to-date and make intelligent plans. I could not do without it now.

Leigh Cramer
Managing Director
Leigh Cramer Television Productions
Hollywood, Calif.

* * *

Says Westinghouse, Not F & P, Gave Luncheon

EDITOR, BROADCASTING:

There is an erroneous impression received from the release in BROADCASTING Magazine, issue of April 26, regarding the Westinghouse luncheon given on April 13 at the Ambassador Hotel [Los Angeles]. This particular luncheon was definitely sponsored by the Westinghouse organization and not by Free & Peters . . .

Hal Hoag
Manager
Free & Peters
Hollywood, Calif.

On All Accounts

(Continued from page 10)

ation medal for his wartime assistance to that country.

His most recent public service has been as supervisor of the Friendship Train for the Citizen's Food Committee.

Mr. Slater is married to the former Helen Knight and is the father of three boys, Tom, Steve and Stu. The Slaters live in Manhasset, L. I.

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XUM

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50,000 Watts . CBS .

KWKH

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LOUISIANA
Arkansas
Mississippi

The Branham Company
Representatives

Henry Clay, *General Manager*
Dean Upson, *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 34, No. 19 WASHINGTON, D. C., MAY 10, 1948 $7.00 A YEAR—25c A COPY

MORE TV CHANNELS

FCC Acts to Widen Availabilities

By RUFUS CRATER

FAR-REACHING CHANGES in television allocations were set in motion by FCC last week in a series of actions topped off by an unheralded order calling for hearings starting Sept. 20 on the prospects for early video use of the band above 475 mc.

Acting to bring the concededly inadequate 1945 allocations abreast of television's unexpectedly swift development and to rid present low-band video of interference from other services using the frequencies, the Commission, simultaneously with its call for the high band hearing, also:

● Ordered into effect its proposal [BROADCASTING, Aug. 18, 1947] to abolish "sharing" on television channels and assign Channel 1 (44-50 mc) for the sole use of non-government fixed and mobile services displaced by elimination of the sharing plan.

● Handed down a new and expanded television channel allocation plan (see table, starting this page) covering the remaining 12 channels and encompassing more than three times the number of cities and twice as many potential stations as the existing "major markets" allocations. Hearings on the allocations plan were set for June 14.

● Refused FM spokesmen's pleas for TV Channel 1 (44-50 mc) for use in FM network relaying, but proposed to permit such operations in the 940-952 mc band allocated for FM studio-transmitter links.

● Gave FM stations now operating between 44 and 50 mc until Dec. 31 to move to the regular 88-108 mc area (almost all of them are operating in the high band now), "or until a sub-allocation of this band [44-50] has been made final and effective by the Commission, whichever date is earlier." (See station list, page 22.)

● Aside from allocations, proposed a new rule governing the operating hours of television stations, graduating minimum hours from 12 a week for the first 18 months to 28 hours after 36 months (see story, page 22).

● Allocated the 72-76 mc band, between TV Channels 4 and 5, to fixed services "on an engineering basis which will not be a source of interference to television," but provided that mobile land stations now operating there may continue for five years to amortize equipment.

The move toward possible opening of the 475-890 mc band was precipitated by recognition of the fact that demand for stations in the presently allocated area below 216 mc "far exceeds" the supply of frequencies and, as FCC noted in its 1945 allocations report, that "there is insufficient spectrum space available below 300 mc to make possible a truly nationwide and competitive television system."

The hearing will deal with the feasibility of using the 475-890 mc area—or any part of it—for either black-and-white television or color, or for both, and with any suggestions and proposed standards that may be offered. Any available data on interference to television in the channels below 216 mc also will be considered.

In calling the hearing the Commission apparently was motivated by information that tubes and equipment have now been developed that will propagate sufficient power to make operation practical in the lower portions of the "upstairs" band. One of the issues requests pertinent data compiled since the close of the allocations proceedings and the hearing on which FCC turned down the CBS petition for high-band color video a little more than a year ago.

The Commission's actions, all announced Thursday, were regarded as almost certain to provoke Capitol Hill rumblings that may resound for months. The television orders came in the face of preparations by Acting Chairman Charles W. Tobey (R-N. H.) of the Senate Interstate Commerce Committee for an investigation this week which will center to a great extent on television (story page 24). And refusal to give 44-50 mc to FM runs directly against the grain of the directive contained in the Lemke Bill (HJ-Res. 78), which is still under study by the House Interstate Commerce Committee after heated hearings.

One Unaccounted

With its deletion of TV Channel 1 the Commission noted that only one of the 96 outstanding TV authorizations is for that channel (KPRO Riverside, Calif., for which no provision is made in the proposed reallocation table), and that only two of 229 pending applicants request the deleted frequency.

Of the 140 major markets in the existing allocations table, 23 would gain one channel, two would gain two, and 12 would lose one.

One big question the Commission didn't answer is the effect the new allocations plan will have on hearings already scheduled for communities where the demand for channels exceeds the supply. A large number have been set for hearing before June 14, the date when FCC will start hearing argument on the allocations proposal.

Whether these will be postponed, authorities said, has not been decided. But it appeared probable that those involving communities whose allocations are unchanged will go ahead as scheduled, but that those in which allocations changes are proposed will be delayed until after final action on the new table.

The allocations plan incorporates several changes previously proposed, including requests thus far received from applicants for channels not in accordance with the present table. Action on these requests in the general hearing will make unnecessary a number of rule-making proceedings which

(Continued on page 64)

PROPOSED TV CHANNEL ALLOCATIONS

PROPOSED NEW and greatly expanded table of television channel allocations, announced by FCC last week (see story this page), is reprinted below. Hearings are slated to start June 14 before the Commission *en banc*, with participants due to have their statements filed by May 28.

The proposed table covers some 461 areas, providing for more than 900 stations. The existing table, by comparison, is limited to the 140 major markets and provides for about 405 stations. Aside from the areas which the new plan adds to the table for the first time, 37 metropolitan areas would gain or lose channels under the proposal: 23 would gain one, two would gain two, and 12 would lose one. These are:

Gain One—Birmingham and Montgomery, Ala.; Phoenix, Ariz.; Stockton, Calif.; Miami-Fort Lauderdale, and Tampa-St. Petersburg, Fla.; South Bend-Elkhart, and Terre Haute, Ind.; Louisville, Ky.; Shreveport, La.; Minneapolis-St. Paul, Minn.; Kansas City, Mo.; Binghamton, N. Y.; Charlotte, N. C.; Toledo, Ohio; Knoxville and Nashville, Tenn.; Amarillo, Dallas, and San Antonio, Tex.; Charleston, W. Va., and Huntington-Ashland (Ky.); Madison, Wis.

Gain Two—Altoona, Pa., and El Paso, Tex.

Lose One—Riverside, Calif.; Pueblo, Colo.; Chicago, Ill.; Indianapolis, Ind.; Cedar Rapids and Waterloo, Iowa; Boston, and Springfield-Holyoke, Mass.; Buffalo-Niagara Falls, N. Y.; Cleveland and Columbus, Ohio; Portland, Ore.

These 37 metropolitan areas do not include those in which changes are proposed with respect to the channel numbers without changing the total number of channel availabilities. Nor do they include those in which community channels are substituted for metropolitan frequencies without affecting the total number of availabilities.

Each area named in the new table, FCC explained, includes "all communities located within the same metropolitan district as the principal city or cities named in the table, and in addition [includes] all other communities within 15 miles from the city boundary line of the named city or cities, provided that the assignment is otherwise consistent" with FCC's rules and standards.

Many relatively small cities would be given as many or more channels than larger cities. This, FCC noted, is due to the fact that these smaller cities are so located that such assignments are engineeringly possible. It was stressed that FCC does not necessarily expect each city to have a station for each channel shown, but only that number of stations would be engineeringly feasible.

The proposed new table:

COMMUNITY	PROPOSED ALLOCATION PLAN CHANNELS
ALABAMA	
Anniston	6(c)
Birmingham	2, 4, 9, 13
Decatur	8
Dothan	4, 11
Gadsden	11(c)

(Continued on page 64)

XUM

FCC CHAIRMAN Wayne Coy left White House by side door, where Commission station wagon was parked, after conference with President Truman Monday.

He Didn't Say

"I CAN'T say," said Wayne Coy, FCC chairman, when asked the purpose of his White House call Monday noon. "Did you discuss the FCC vacancy?" he was asked. "I can't say." Did you discuss legislation?" persistent newsmen continued. "I can't say." "Did you talk about radio?" "I can't say." "Did you suggest someone for Commissioner Durr's vacancy?" "I can't say." Chairman Coy visited the White House Executive Offices at the President's request.

24 FM OUTLETS MOVE BY 44-50 MC CHANGE

TWENTY-FOUR FM stations, currently operating in the "low band," would be affected by FCC's decision to assign that area—44-50 mc, formerly TV Channel 1—to the non-government fixed and mobile services (story page 21).

Announcing its decision last week, the Commission said these stations' "continued temporary operation . . . may be authorized until Dec. 31, 1948, or until a suballocation of this band to the fixed and mobile services has been made final and effective by the Commission, whichever date is earlier."

The stations were listed by FCC as follows (all of the commercial and some of the non-commercial stations already are operating in the high band as well as in low):

WTIC-FM and WDRC-FM Hartford, Conn.; WGNB and WEFM Chicago; WOWO-FM Ft. Wayne; WABW Indianapolis; WMNE Portland, Me.; WBZ-FM Boston, WBZA-FM Springfield, and WGTR Worcester, Mass.; WWJ-FM Detroit; FM Inventor Edwin H. Armstrong's W2XMN Alpine, N. J.; WNBF-FM Binghamton, N. Y.; WQXR-FM and WABF New York; WHFM Rochester; WBCA Schenectady; WELD Columbus, Ohio; WFIL-FM Philadelphia, and KDKA-FM Pittsburgh.

Non-commercial FM stations:

KALW San Francisco; WBEZ Chicago; WBKY Lexington, Ky., and WBOE Cleveland, Ohio.

TV HOURS

Graduated Minimum Scale Proposed by FCC

THE GRADUATED scale of minimum operating hours for television stations proposed by FCC last week to replace the present blanket "28-hour rule" (see story, page 21) is as follows:

First 18 months of operations—Not less than two hours daily in any five broadcast days per week and not less than a total of 12 hours per week.

Next six months—Not less than two hours daily in any five broadcast days per week and not less than a total of 16 hours per week.

Next six months—Not less than two hours daily in any five broadcast days per week and not less than a total of 20 hours per week.

Next six months—Not less than two hours daily in any five broadcast days per week and not less than a total of 24 hours per week.

Thereafter—Not less than two hours daily in each of the seven days of the week and not less than a total of 28 hours per week.

The proposed new rule would define "operation" as including "the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period." The rule would continue:

Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service.

If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

FCC said it would accept statements in opposition to the proposal through May 28, and would then call oral argument if comments had been received which appeared to warrant it.

The existing rule requires a minimum 28 hours of weekly operation by all stations, but has been consistently waived by the Commission.

General Mills Renewing Four Programs on ABC

SIMULTANEOUS renewal by General Mills Inc., Minneapolis, of four ABC programs was announced May 5 by Gil Berry, sales manager of ABC Central Division. Each was renewed for 52 weeks.

Programs were: *The Lone Ranger*, Mon.-Wed.-Fri., 6:30-7 p.m. CDT, effective June 2; *The Green Hornet*, Tuesday, 6:30-7 p.m. CDT, effective June 2; *Famous Jury Trials*, Saturday, 7:30-8 p.m. CDT, effective June 5; *Betty Crocker Magazine of the Air*, Monday through Friday, 9:25-9:45 a.m. CDT, effective June 2.

Agency for *Jury* program is Knox Reeves, Minneapolis; others are handled through Dancer-Fitzgerald-Sample Inc., Chicago.

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AHLERT REIGN

New ASCAP Head Termed 'Old Guardist'

THE ELECTION of Fred E. Ahlert to the $25,000 a year presidency of ASCAP succeeding Deems Taylor [BROADCASTING, April 5] appeared last week to be regarded with some foreboding by the radio industry.

Although there was a faint tinge of optimism among some observers that the new ASCAP president would approach the problems of radio and music rights with an open mind, the consensus among broadcasters was that Mr. Ahlert would be a tough man to do business with.

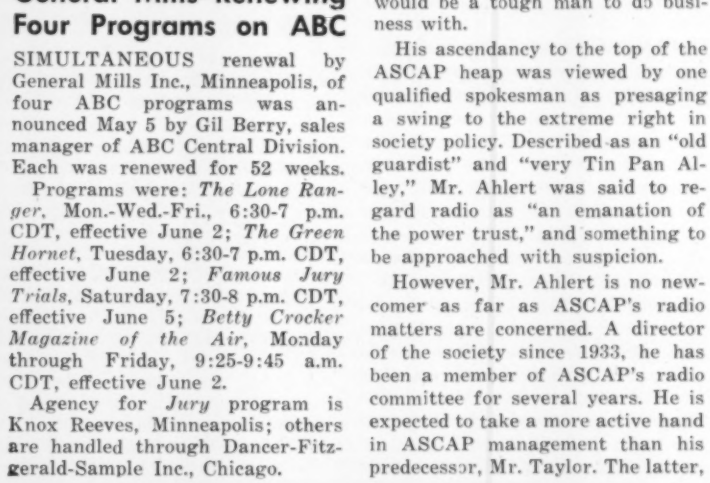
His ascendancy to the top of the ASCAP heap was viewed by one qualified spokesman as presaging a swing to the extreme right in society policy. Described as an "old guardist" and "very Tin Pan Alley," Mr. Ahlert was said to regard radio as "an emanation of the power trust," and something to be approached with suspicion.

However, Mr. Ahlert is no newcomer as far as ASCAP's radio matters are concerned. A director of the society since 1933, he has been a member of ASCAP's radio committee for several years. He is expected to take a more active hand in ASCAP management than his predecessor, Mr. Taylor. The latter, a "long-hair" composer and musical commentator whose background is rather esoteric by Tin-Pan Alley standards, was regarded as something of an outsider during his six-year tenure as ASCAP president.

Mr. Ahlert, on the other hand, is "one of the boys" from "way back," since 1920, when he joined ASCAP as a writer (i.e., composer) member. Although inactive creatively since the recent war, he turned out scores of popular songs in the two decades between wars, including these hits of the twenties and thirties: "I'll Get By," "Mean to Me," "Walking My Baby Back Home," "I Don't Know Why," "Where the Blue of the Night Meets the Gold of the Day," and "Life Is a Song."

Mr. Ahlert attended Fordham Law School for three years before abandoning his studies to devote full time to music. He began his professional career as an arranger for vocal and orchestral groups. He has a reputation for being a good business man, and of turning his early legal training to practical use in ASCAP matters.

Mr. Ahlert's current term of office as ASCAP president extends for one year, from May 1.



NEW M.C. for "Breakfast in Hollywood," Garry Moore (second from r), meets program officials in New York. Briefing him on the show as replacement for the late Tom Breneman are (l to r) Charles C. Barry, ABC vice president in charge of programs; Gail Smith, Procter & Gamble manager of daytime radio; Len Erickson, vice president of Kenyon & Eckhardt, agency.

Sponsor Grid Playoff

GENERAL MILLS Inc., and Wilson Sporting Goods Co. this fall will sponsor for the sixth consecutive season the National Professional Football League championship game on the full ABC network, Gil Berry, Central Division sales manager, announced last week. Contracts were signed through Knox Reeves Advertising Agency, Minneapolis, for General Mills, and through Ewell and Thurber Associates, for Wilson.

CODE REVAMPING

Fourth Version Readied for Delegates

By J. FRANK BEATTY

FOURTH version of the NAB Standards of Practice, personally restyled by President Justin Miller on the eve of convention week in Los Angeles, faces industry debate with many disputed points deleted (see text page 36).

Latest draft is completely suggestive in tone, with "shall" changed to "should" in all cases. This draft is strengthened by emphasizing the right of broadcasters to program political and public affairs as they deem proper. It comes as the FCC continues to study its future course under the disputed Mayflower decision.

Though the third edition of the code [BROADCASTING, March 29] had indicated minor restyling could be expected prior to the convention, analysis of the new language shows that important changes have been made by Judge Miller as chairman of a restyling committee authorized by the NAB board Feb. 26 [BROADCASTING, March 1].

Available to Members

The board had specified that its own changes, as adopted Feb. 26, should be made available to members at least a month before the May 17-21 convention week.

Five key revisions appear in the newest draft:

- Limitation on religious offers is dropped entirely.
- Enforcement pledge is discarded.
- A new Creed replaces the original Foreword and Creed.
- In case persons are unfairly attacked, time for reply is favored.
- Originating stations are expected to conform to the code in multiple-station programs.

The revisions apparently were designed to achieve three objectives—meet some of the louder industry objections to the March 29 version prior to convention debate on the standards; refine the language, and emphasize that broadcasters should decide themselves how they will handle political and public affairs.

Many delegates already were en route to the convention as the newest version of the code was completed and sent to the printer by NAB.

What effect the new changes will have on convention debate cannot be foreseen at this time, but it is known that many broadcasters who denounced the code at Atlantic City and were also critical of the board's November version, considered the March 29 language acceptable.

There remains, however, a substantial industry element, especially among independents, still opposed to anything stronger than an industry creed. (See NAB District 2 story, page 24.)

Many of these anti-code broadcasters are from Southern California, and they are expected to be out in full strength when the convention agenda reaches the subject Monday afternoon. Whether opposition will be strong enough to force further delay in adoption of the standards cannot be foretold.

Even opponents concede, however, that the March 29 edition is much less objectionable than the 6,000-word document handed them at Atlantic City a few hours before convention debate.

This surprise element, which had thrown the convention into an uproar, appears again in announcement of the latest version. However, the membership has had over a month to study the March 29 edition and the new changes, while important, involve only a fourth of the language.

One of the main revisions is found in the section on Public Affairs and Issues. Here a complete paragraph is added, rounding out the provisions to insure fairness. The paragraph reads:

If a person has suffered an unfair attack by a commentator, analyst or other speaker, a reasonable time for reply should be made available to him.

One of the sources of resentment at Atlantic City last September, the religious program section, has now been softened in line with suggestions from stations in the "Bible Belt." Judge Miller dropped lines 12-13-14 from the section titled "Religious Programs."

This section had limited offers to free copies of religious literature or free mementos of a religious nature. Stations carrying commercial religious programs had objected because the former code drafts cramped the style of sponsors in this field, many of whom solicit funds on their broadcasts.

The section still opposes attacks on religion and controversial views not directly related to religion or morality.

More Acceptable

As now written, the religious section is expected to be acceptable to those who attacked its provisions last year, increasing the chances of industry approval of the code at the Los Angeles convention May 17-18. The code will be discussed by NAB members at the Monday afternoon session. This discussion, along with any resolution or vote, will be an important factor in whatever action the new NAB board takes at its May 19 meeting. The board has full authority to adopt and enforce a code.

Opposition to the code was centered last week in the petition to amend the By-Laws, which has been circulated by Edward Breen, KVFD Fort Dodge, Iowa, director-elect for small stations. Mr. Breen proposes that the By-Laws be changed to take away the board's power to promulgate a code.

Response to the petition, Mr. Breen told BROADCASTING, is in line with a private poll taken last fall in cooperation with Ralph L. Atlass, WIND Chicago. At that time stations voted overwhelmingly against the code although many members contended the questions were "leading" and that the responses did not indicate how stations would vote on actual code adoption. NAB officials indicate the board will give serious study to any industry expression on the code such as the petition circulated by Mr. Breen.

In releasing the fourth version of the code, as many members already were heading toward Los Angeles, NAB went farther than it had indicated in releasing the third version [BROADCASTING, March 29].

The March draft, based on board action in February, was only about 3,000 words or half the length of the Atlantic City code. It opened with a Foreword and a Creed, then went into affirmative recommendations as against the original negative proscriptions.

As now written the Creed, replacing the original Foreword and Creed, states more emphatically the rights of broadcasters under the First Amendment to the Constitution.

Key in Creed

Key to the new code theme in which "shall" becomes "should," is the end of the Creed, which reads, "As a guide for the achievement of our purposes, we subscribe to the following Standards of Practice."

In restyling the code Judge Miller removed mandatory words in the paragraph on political broadcasts and crime-mystery programs. Portions of the children's program section involving torture, terror and kidnaping were deleted (lines 10 through 14) and inserted in the crime-mystery section.

Under "general" a complete paragraph was added to specify that originating stations should be responsible for conformance of multiple-station programs to the code.

Another change occurs in the time standards section, where the words "excluding station breaks" have been added at the end of line 27. The words were inadvertently omitted in the March 29 official printing. The paragraph limits commercial time in multiple-sponsored or announcement programs to three minutes in 15, in addition to station breaks between programs.

L. A. AGENDA

NAB Completes Program For Convention

PROGRAM for the NAB Convention Week (Management Conference May 17-18, Engineering Conference May 19-20) was completed last week with announcement of participants in a panel titled "Broadcasting— Horizons Unlimited" and an addition to the engineering session.

NAB is operating from convention offices in the Hotel Biltmore, Los Angeles, where meetings will be held. A. D. Willard Jr., executive vice president, will leave in mid-week for Los Angeles. President Justin Miller and Secretary-Treasurer C. E. Arney Jr. are operating from the Biltmore.

Taking part in the horizons panel, to be held Tuesday afternoon, with Judge Miller as moderator:

Lewis Allen Weiss, MBS board chairman and Don Lee vice president and general manager; Mark Woods, ABC president; Noran E. Kersta, NBC TV director; Frank Stanton, CBS president; Everett L. Dillard, FM Assn. president and owner of WASH Washington and NAB board member-elect; Roger W. Clipp, general manager of WFIL Philadelphia; Frederic R. Gamble, AAAA president; Clair R. McCollough, WGAL Lancaster, Pa., NAB board member; Charles G. Mortimer, chairman of board, Advertising Council, and General Foods Corp., vice president; A. J. Hoffman, Hoffman Radio Co., Los Angeles, representing Radio Manufacturers Assn.

Paramount Pictures Inc. will demonstrate its 66-second system of film recording of TV programs from off-the-air pickups during the Thursday engineering luncheon. Richard Hodson, director of technical operations of Paramount's TV division, will be in charge of the demonstration and explain the operation, according to Royal V. Howard, NAB engineering director, in charge of the two-day technical conference.

NAB last week announced the membership of the convention resolutions committee. It consists of W. J. Scripps, WWJ Detroit, chairman; Arthur Westlund, KRE Berkeley, Calif.; Rex G. Howell, KFXJ Grand Junction, Col.; James Woodruff Jr., WRBL Columbus, Ga.; Leslie Johnson, WHBF Rock Island, Ill.

Harry Maizlish, KFWB Hollywood, chairman of the Southern California Broadcasters Assn., said NAB will open registrations at the Biltmore at noon Saturday so delegates may obtain tickets and badges for admission to the Fiesta at the Atwater Kent estate. Busses will transport guests to the Fiesta. All guests must have tickets and badges.

ABC western affiliates will meet Saturday at the Ambassador Hotel, Los Angeles, according to Don Searle, West Coast vice president.

XUM

CENSUS

BMB to Press for Radio, TV Set Query

STEPS to put the combined weight of the broadcasting, advertising and related industries behind a campaign to include a radio set question in the 1950 U. S. Census were taken last week [BROADCASTING, May 3].

Broadcast Measurement Bureau announced it will petition the Census Bureau to include a question on radio and television set ownership in its 1950 survey. It will urge the NAB, American Assn. of Advertising Agencies, Assn. of National Advertisers and other groups to take similar action.

Second organization to get behind the move formally was Region 4 of FM Assn. The region adopted a resolution at its Washington meeting Thursday calling upon the FMA board to submit a petition to the Census Bureau. The resolution asked for specific listing of the number of FM, television, facsimile and AM receiving sets by families (see separate FMA story page 25).

The FMA board, meeting Thursday night in Washington, approved the resolution but specified "usable radios."

The decision to press for Census inquiry into radio and television set distribution was taken by the BMB executive committee at a meeting in New York May 5. The executive committee action followed a recommendation by the BMB technical committee which had met May 3.

The BMB executive committee deplored the reported reluctance of the Census Bureau to investigate radio and television [BROADCASTING May 3] and pointed out that a 1950 survey on the subject was "important not only to broadcasters and advertisers but also to government agencies, which use radio increasingly to disseminate information."

BMB called for a mobilization of all elements of the radio industry to urge upon the Census Bureau importance of the project.

The text of the resolution adopted by the executive committee:

"Whereas wide variances exist in radio ownership by counties and as between urban and rural areas, and

"Whereas a census count of radio ownership is important not only to broadcasters and advertisers but also to government agencies, which use radio increasingly to disseminate information, and

"Whereas television, as a new radio adjunct, requires a measurement of its growth in terms of television set owners, and

"Whereas the BMB technical committee regards Census Bureau data on radio and television ownership extremely valuable in determining radio and television station audiences, and

"Whereas an increasing number of radio and television stations require radio and television ownership data as well as BMB station audience information to guide their programming and commercial decisions, and

"Whereas a question on radio ownership having been included in the 1930 general census, the 1940 general census and the 1945 agricultural census, 1950 data would have the dual value of showing both position and trend, and

"Whereas the Census Bureau has indicated a reluctance to include a question on radio ownership in its 1950 census, now therefore be it

"Resolved that BMB request the three BMB member associations to petition the Census Bureau to include such a question, and urge their members to request the inclusion of such a question, and be it further

"Resolved that BMB request such other organizations as AMA and RMA to urge the inclusion of such a question and to solicit their members to urge the inclusion of such a question in the 1950 census."

Executive committee members at the meeting were J. Harold Ryan, senior vice president of Fort Industry Co., chairman; Roger W. Clipp, general manager of WFIL Philadelphia; Paul West, president of ANA; Joseph Allen, vice president and advertising manager of Bristol-Myers Co., and Frederic Gamble, AAAA president.

Long Tobey Probe Prospect Lessening

PROSPECT that the probe by Sen. Charles Tobey (R-N. H.) into RCA and FCC policies [BROADCASTING, May 3] will be long or extensive diminished last week, with latest indications pointing to a one- or two-day hearing beginning Wednesday (May 12).

C. B. Jolliffe, RCA executive vice president in charge of RCA Labs, is slated to be the main witness. He is expected to answer a series of questions propounded by Sen. Tobey at an earlier hearing in regard to patent ownership and FM policy.

Sen. Tobey, acting chairman of the Senate Interstate Commerce Committee, had given an extensive quizzing to Raymond Guy, NBC manager of radio and allocations engineering, during the closing session of Johnson Bill (S-2231) hearings. When Mr. Guy was unable to answer many of the policy questions, Sen. Tobey demanded that RCA send "somebody who knows."

RCA is also expected to furnish a list of all TV sets "on loan" to public officials. Sen. Tobey requested the list after charging that RCA had given sets to six FCC Commissioners and other staff members.

THREE NARBA NATIONS FAVOR POSTPONEMENT

THREE of the eight adherents to the North American Regional Broadcasting Agreement (NARBA) have indicated their willingness to postpone the new NARBA conference, which had been slated for August this year, to September 1949.

In addition to the U. S., which originated the proposal when delay in issuance of FCC's decision in the clear-channel case made it impossible to meet the deadline for proposed changes in the treaty, the nations are Newfoundland and Mexico. State Dept. officials said the replies of other NARBA adherents have not yet been received. These are Cuba, Canada, Haiti, the Dominican Republic, and the Bahamas.

Mexico suggested that the existing NARBA Interim Agreement, due to expire next March 28, be extended for two years instead of the 18 months proposed by the U. S. But authorities said this difference was expected to pose no problem because the new treaty probably would be made to take effect whenever ratified.

NAB DISTRICT 2

Suggest Code Revisions

CHANGES in NAB's proposed Standards of Practice, including the elimination of differences between daytime and nighttime categories in limitations of advertising copy times, were recommended last week at a meeting of NAB District 2 members in New York.

The meeting, under the chairmanship of Michael R. Hanna, general manager of WHCU Ithaca, N. Y., and NAB director from District 2, was held Monday at New York's Roosevelt Hotel. A score of members attended.

Changes voted by the members in the proposed code will presumably be submitted to the NAB board by Mr. Hanna. They were:

1. To eliminate the distinction between daytime and nighttime classes in limiting time for advertising messages in programs of varying lengths. The proposed code would allow more time to commercials in daylight hours than at night. The District 2 members did not specify which of the classes they preferred to adopt as the single measure.

2. To eliminate the first paragraph under the general heading "Contests." That paragraph reads: "Any broadcasting designed to 'buy' the radio audience, by requiring it to listen in the hope of reward, rather than for the quality of its entertainment should be avoided."

★

3. To eliminate the last paragraph under the same general heading which, as proposed by the NAB, reads: "All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided."

Commercial Time Changes

4. To insert one word and amend another in the last paragraph under the heading "Time Standards for Advertising Copy" in the proposed code. The paragraph follows (the inserted word is in italics, the amended word, changing 10 to 15, is in quotations):

"The placement of more than one commercial announcement between two *commercial* programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion, identification, ownership or location announcement of not to exceed a total of '15' seconds in length."

5. To eliminate the "pledge" at the conclusion of the proposed code. The pledge, as proposed, reads: "We pledge ourselves faithfully to observe these Standards, and thus to bring our audiences programs which will perpetuate America's traditional leadership in the broadcasting art." [EDITOR'S NOTE: The pledge has been eliminated from the latest NAB version (see code story page 23).]

The action by District 2 members was regarded as a forecast of arguments to be advanced during the discussion of the code at the NAB convention.

The de-emphasis of the proposed section on contests evoked particular discussion at the New York meeting, it being argued that the paragraph concerning contests "designed to 'buy' " audiences was misleading and that any contest which entertained was good programming.

Objections raised against the "pledge" in the proposed code hinged on two points: That it was redundant and that it might be construed as an inflexible binder upon those subscribing to the code.

On other matters, District 2

(*Continued on page 60*)

PANEL PARTICIPANTS at FMA session: Harold Essex, WSJS-FM Winston-Salem; James H. Moore, WSLS-FM Roanoke; E. J. Hodel, WCFC Beckley, W. Va.; George Sutherland, WAMS-FM Wilmington, Del.; Bill Bailey, FMA executive director.

FM—PRODUCE

Silvernail Tells FMA Region 4

FM STATIONS desiring national business must supply audience and market data comparable to that of AM stations, Frank Silvernail, head timebuyer of BBDO, New York, told the FM Assn. Region 4 meeting in Washington last Thursday (see story this page).

Talking bluntly to FM operators, many of whom are in the early audience-building stages, Mr. Silvernail said BBDO timebuyers want to know "how your cost per listener compares with your AM competitor's cost, and if there are any special advantages if the cost is higher."

He offered this timebuying formula for FM stations to use in checking their appeals:

"In any one given case, with a specific product bought by a specific type of user, distributed in a specific manner, and usually bought under specific conditions of time or place, is a specific FM station or group of FM stations the most economical, or the most effective means of reaching the most important circulation?"

FM's two main arguments, tone quality and freedom from static, are not enough to convince timebuyers who must make the most efficient use of available media, Mr. Silvernail said, adding that many listeners like their old tinny sets and reminding that "we don't have thunderstorms every day."

Budgets can't grow as fast as the number of stations, he said. Going into station data, he said timebuyers have difficulty getting the number of FM sets in the area from station operators, along with listener habits, breakdowns by hours, and program diversification. Timebuyers, he said, "must know all about your coverage, circulation, sets-in-use, age, sex, income levels and similar facts.

"You are competitors not an additional medium," he concluded.

Answering a question by Maurice Mitchell, WTOP Washington, Mr. Silvernail said, "FM is so much like AM we don't feel we have to struggle with it. We're sweating blood with television. Actually, we aren't hunting new media. The advertiser has no more dollars to spend."

"What about television dollars?" Mr. Mitchell asked.

"They're experimental," Mr. Silvernail replied.

Replying to Hudson Eldridge, WASH(FM) Washington, he said his agency cannot see deterioration in listening to present stations because of the advent of FM. "We aren't going to spend twice as much to reach the same number of people," Mr. Silvernail said. "Instead we'll go into another market." He explained BBDO doesn't work "by mere formulas" in answer to a query about what percentage of homes with FM an agency must have before it's interested.

FM ASSN. OFFICERS of Region 4 greeted Marion Claire, WGNB Chicago, Region 3 chairman, during Washington meeting. L to r: C. M. Jansky Jr., FMA engineering counsel; Everett L. Dillard, WASH Washington and KOZY Kansas City, president; Miss Claire; Ben Strouse, WWDC-FM Washington, new Region 4 chairman.

Region 4 Officers

Chairman—Ben Strouse, WWDC-FM Washington

Secretary—R. C. (Jake) Embrey, WITH-FM Baltimore

Vice Chairmen—George Sutherland, WAMS-FM Wilmington (for Del.); Thomas F. McNulty, WMCP(FM) Baltimore (for Md.); Harold Essex, WSJS-FM, WMIT, Winston-Salem, N. C. (for N. C.); Ray P. Jordan, WDBJ-FM Roanoke (for Va.)

FMA REGION 4

Coy Speaks on Duplication

POLICIES of major networks in allowing duplication of programs on FM stations may become the subject of a formal proceeding, with FCC rules amended to cover the subject, Chairman Wayne Coy told the FM Assn. Region 4 conference Wednesday at the Statler Hotel, Washington.

Speaking at a question-answer session during the opening day luncheon, Chairman Coy also indicated the FCC some day may have to act "on its own" in the matter of permitting television above 400 mc.

With the 12 channels now available, many areas will want TV service and not be able to have it, he said. Many will want to get in the TV business but can't, he continued, with one or the other perhaps forcing experimentation in the high band.

Chairman Coy reminded that in 1945 allocations and at other times the FCC has encouraged industry experiments in the high band, but added there has been "damn little experimental work done as a result" aside from TV color work.

Comr. Coy said: Decision can be expected soon on the 44-50 mc FM band; multiple ownership of AM and FM won't come under FCC rules so long as FM broadcasters are undecided on duplication; the FCC has not been asked for its position on transit radio or aural broadcasting by TV stations. Benedict Cottone, FCC general counsel said FCC rules do not forbid aural programming if a TV signal accompanies it. Commissioner Sterling said a survey by field offices indicated there was little broadcasting of aural type (see story on FCC 44-50 mc action, page 21; TV upper band hearing, page 21).

Acting Chairman Charles W. Tobey (R-N. H.) of the Senate Interstate Commerce Committee told

(*Continued on page 62*)

FCC COMMISSIONERS and Acting Chairman of Senate Interstate & Foreign Commerce Committee got together at FMA convention last week. Group seated around the dinner table includes (l to r): Leonard H. Marks, FMA general counsel; Wayne Coy, FCC chairman; Sen. Tobey; Commissioners Paul A. Walker, Rosel H. Hyde and George E. Sterling.

XUM

Radiorama

RIVER DIDN'T stay 'way from WMGA's door. It flowed right into the Moultrie, Ga., station's studios to a depth of eight inches. Wandell Murphy (l), commercial manager, and Tom Cowen, chief engineer, paddle up the front lawn. WMGA lost only 44 minutes of airtime despite flood.

EACH Fisher Biskit Mix boxtop means flour for Europe. Counting returns (l to r): Robert Erzinger, Fisher adv. mgr.; Jas. Abbe, AB commentator; A. Bonner, Fisher.

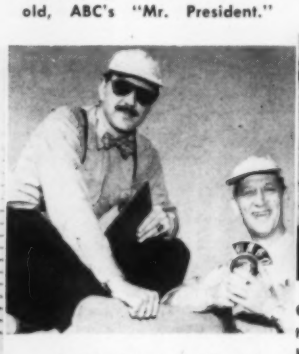
GETTING a lift from Ungles Baking Co. sports contract on KRNT Des Moines is Herbert B. Ungles, firm v.p. Lifter is Al Couppee, KRNT sports director.

MBS New York program clinic included (l to r) Richard Fairbanks, WIBC Indianapolis; John Lee, WROW Albany; Robert Gifford, WWSC Glens Falls, N. Y.; Ann Fleniken, WKDK Newberry, S. C.; Bob Schmid, MBS station rel. v.p.

LOOKS LIKE Gayle Grubb (l), manager of KGO San Francisco, is lobbying with Edward Arnold, ABC's "Mr. President."

THAT'S QUITE a railroad built and operated by Erle Smith, managing news editor of KMBC-KFRM Kansas City. Products advertised along roadbed are station news sponsors.

DISCUSSING new GE equipment for KTNT (FM) Tacoma, Wash., are (l to r) Leonard Higgins, KTNT manager; Frank Baker, publisher, "News Tribune," licensee; George Russell, "Tribune" treasurer; J. E. Hogg, GE.



AS WORK starts on Peoria's Exposition Gardens Bob Carlton (l), announcer, and Brooks Watson, news director of WMBD, describe it.

COMMERCIALS are auditioned for National Premium and National Bohemian beer telecasts by brewery officials (l to r) Norman Almony and David Halpern, and Charles Chappell, of Owen & Chappell agency.

AL BLAND (r), program director of KMOX-CBS St. Louis, visits brother Lee, CBS special events director, before Lee's news-gathering trip to Caribbean.

PILOT Life Ins. Co. will sponsor "The Briarhoppers" on WBT Charlotte, N. C. Seated, (l to r) Keith Byerly, WBT sales manager; O. F. Stafford, Pilot president. Standing, T. H. Lind, Pilot v.p.; J. M. Waddell, Pilot v.p.; Larry Walker, WBT program director; Kurt Webster, announcer; Ken Tredwell, production chief.

CORNERSTONE layer for WPTR Albany is Leonard L. Asch, v.p. Others (l to r) W. R. David, engineering v.p.; W. Graham, construction expert; Herbert Duval, sales v.p.

CUTTING CAKE for first anniversary of WHIM Providence are (l to r) Co-Owners Robert T. Engles, general manager, and C. George Taylor, program director.

BEARD intensity measurements are taken on Al Godwin, WNDR Syracuse manager, at MBS program clinic. Eleanor Glogau, MBS press, measures growth.

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Minimum TV Hours Defined 22
BMB to Press for Radio, TV Survey by Census Bureau 24
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For television personnel changes, programs, etc., see various notes departments in this issue.

CBS TELEVISION 4 Executives Promoted In Video Expansion

Mr. SMITH Mr. VAN VOLKENBURG Mr. LOWMAN

CBS last Wednesday announced four executive promotions linked with the network's rapidly expanding television operations.

Lawrence W. Lowman, formerly vice president in charge of television, becomes a vice president and general executive. J. L. Van Volkenburg, who was director of station administration, is now a vice president and director of television operations. J. Kelly Smith, formerly director of station relations, becomes vice president in charge of station administration. The appointments were effective last Thursday, May 6.

Mr. Lowman, in addition to overall supervision of video coordination for CBS, will supervise the personnel relations, reference, and shortwave departments of the network in his new capacity.

Mr. Van Volkenburg will be responsible for all television operations, programming and sales. Mr. Smith's new duties as chief of CBS station administration will include supervision of CBS-owned stations, Radio Sales, co-operative program sales, and Housewives Protective League programs.

William A. Schudt Jr., formerly Eastern Division manager of station relations for CBS, succeeds Mr. Smith as director of station relations for the network. Edward E. Hall, who has been handling general contact work with CBS affiliates, in turn succeeds Mr. Schudt in his former post.

Last week's promotions "are directly related to the rapidly expanding television operation of CBS, and the integration of television with other broadcasting activities," according to CBS President Frank Stanton, who made the announcement.

NBC Video Signs Three in Midwest

A 16-STATION NBC television network by the end of 1948, expanding to 90 stations in mid-1952, was predicted last week by Frank E. Mullen, NBC executive vice president, when he announced the signing of three Midwest affiliates to the video hookup.

Contracts were signed with KSD-TV St. Louis, WWJ-TV Detroit, and WTMJ-TV Milwaukee. Station managers are George M. Burbach, Harry Bannister and Walter J. Damm, respectively. All three outlets have parent sound broadcasting stations affiliated with NBC.

Mr. Mullen said that the Central States network, to be operating by October, will be linked with the East Coast hookup later in the fall. Other plans for 1948 call for an east coast link from Massachusetts to Virginia, and in the Central States from Missouri to Western New York, Mr. Mullen said. Both networks are to be interconnected by December through a circuit from Philadelphia through Pittsburgh to Cleveland.

By the end of 1949 Boston, Providence, Hartford in New England are to link with New York. New Hampshire and Maine stations are to be added later. In the South the line will extend through Washington into Charlotte, N. C.

Meanwhile, Mr. Mullen diclosed, interconnection will be available by October 1948 from Buffalo west through Cleveland, Toledo, Detroit, Chicago, Milwaukee, and St. Louis.

AM-TV Series

NEGOTIATIONS are almost complete for the first dual sponsorship simultaneously of AM and TV program series. Gulf Oil will present its *We the People* program, Tuesdays, 9-9:30 p.m. concurrently on CBS and WCBS-TV. Plans are tentatively aiming toward a June 1 starting date. Young & Rubicam, New York, is the agency. Dwight Weist will be the master of ceremonies on the show, with Oscar Bradley and his orchestra. Rod Erickson produces and Jimmy Sheldon directs. Same cast will be used for both AM and TV shows.

OGILBY NAMED PHILCO VIDEO SALES MANAGER

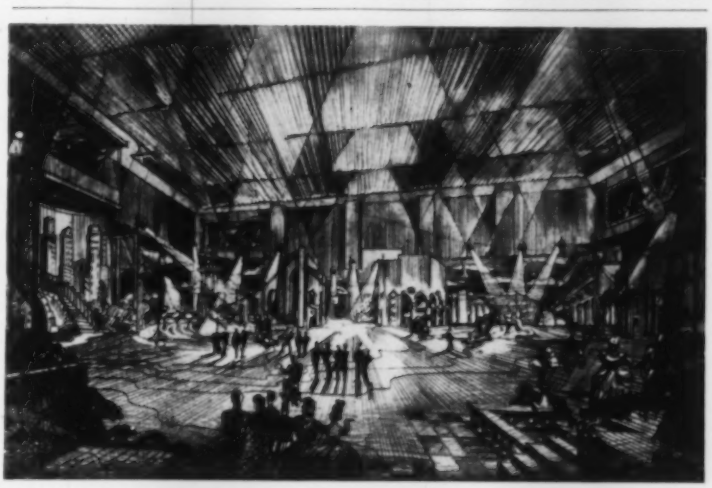
FREDERICK D. OGILBY, sales manager for the past year of Radio Division of Philco Corp., has been appointed to the newly-created position of manager of television sales, according to an announcement May 6 by John M. Otter, general sales manager of Philco.

In making the announcement, Mr. Otter said:

"With the tremendously rapid growth of the television industry, in which Philco research, engineering and production are playing a part in proportion to the $15 million invested in television by the company since 1928, we have selected Mr. Ogilby to be responsible for the new and expanding television sales program of Philco. He will not only be in charge of receiver sales but will also coordinate the activities in television of such other departments as advertising and sales promotion."

Mr. Ogilby joined Philco in 1931. He became sales manager in Brooklyn four years later, and in 1936 was named New Jersey sales manager for the branch. The next year he was placed in charge of sales of Philco Distributors in New York.

From 1938 to 1945 he was general manager of the Philadelphia Division of Philco Distributors, and in October 1945 returned to New York as general manager of that branch.



MAIN STUDIO of WATV Newark, N. J., now under construction, is shown in artist's conception as it will appear when operating. Gallery for audiences is at right, control rooms at left. Studio will measure 84 by 82 feet. WATV, which will be New York area outlet for many ABC television shows pending construction of ABC's New York station, expects to begin programming May 15.

UNIFORM PLAN FOR TV SET COUNTING URGED

THE URGENT NEED for a uniform system of computing television set distribution figures was stressed last Thursday by Hugh M. Beville, NBC research director, at a luncheon meeting of the American Marketing Assn.'s New York chapter.

To underline this need Mr. Beville quoted figures from several industry sources for set distribution in New York and elsewhere, which varied widely.

NBC's estimate of the number of video sets now in use throughout the U. S. is 275,000, he said. Mr. Beville gauged the current set production rate at 50,000 a month, with 27 manufacturers represented. There are 130,000 home sets in use in the New York area alone, according to NBC figures, with an additional 20,000 in bars and other public places.

Figures which may disprove the contention that television is hurting attendance at sports events and movies also were cited by Mr. Beville. These, he said, show that "listener availability" for video shows is no greater, relatively, than for radio shows in the same survey area. This seems to undermine the argument that people are staying home in great numbers to see events by television, Mr. Beville said.

XUM

FCC 'EXPOSE'

Promised on Grants to Lamb

By JOE SITRICK

AN "EXPOSE" of FCC and its action in granting five permits to Edward Lamb of Toledo [BROADCASTING, April 26] will be undertaken by the House Un-American Activities Committee, Rep. F. Edward Hébert (D-La.), a member of the committee, told BROADCASTING last week.

Rep. Hébert's statement followed a long speech on the House floor in which he described the Commission's grants to Mr. Lamb as "the story of a man saturated and drenched in Communist writings, associations and affiliations, given five radio permits in a period of two weeks by FCC, which keeps untainted, red-blooded Americans cooling their heels outside their corridors, waiting for decisions and issuances of permits which are never reached."

The files of his committee, Rep. Hébert related, show that Mr. Lamb has "one of the most expansive records of association with the Communist Party in America, front organizations, and fellow travelers, of anybody to come to the committee's attention."

The Louisiana Democrat charged that testimony to that effect was given FCC "so we cannot say they did not know anything about it."

The legislator declared that FCC's action "makes me wonder just how many Edward Lambs in this country today are the recipients of such favors from the FCC, and why."

Praises Comr. Jones

Speaking of Comr. Robert Jones, a former Congressman, Rep. Hébert said that "he alone stood against these practices." Mr. Jones, he continued, "has brought clear thinking, dignity, and courage to that body (FCC) since he became a member."

Rep. E. E. Cox (D-Ga.), who headed the select committee investigation of FCC in 1944, concurred with Rep. Hébert's statements and remarked that "it looks as though you have to be a Communist to get anywhere with the Commission."

FCC Chairman Wayne Coy stated Friday an investigation found no information to support a charge that Mr. Lamb was a Communist.

Rep. Hébert told BROADCASTING that he felt exposure through publicity was the best way to handle such a matter. He said he thought he could get prompter action through the Un-American Activities Committee than through the Interstate Commerce Committee, which normally handles radio matters.

The Mansfield (Ohio) *Journal*, whose AM and FM applications have been given proposed denials by FCC (see story this page) has been protesting against the grants to Mr. Lamb and his associates [BROADCASTING, April 5].

The Catholic War Veterans, Dept. of Ohio, also has protested and has demanded an investigation [BROADCASTING, April 26].

The Erie (Pa.) *Dispatch*, partly owned by Mr. Lamb, has been carrying on an editorial battle with the owners of the Mansfield paper which is accused by the *Dispatch* of "suppressing news" and dragging in a "phony red issue to smear individuals."

Organizations associated with Mr. Lamb operate WTOD and WTOD-FM Toledo and have FM grants for Erie, Pa., and Mansfield and Springfield, Ohio, and television grants for Erie and Columbus, Ohio.

FCC Chairman Wayne Coy said Thursday that the Commission will study Rep. Hebert's charges. He indicated that the Commission had called in the FBI in an attempt to check information or source of information "that Lamb was a Communist . . ." but failed to confirm such information.

Mr. Lamb lodged strong protests against the charges. He said the "violent falsehoods" were initiated by business competitors. Charges were described by Mr. Lamb as repetition of "rank lies."

MANSFIELD CASE

FCC's Program Logs Stand Attacked

DENIAL of a newspaper's radio application because the paper refused to carry another station's program logs is a direct violation of the Constitutional guarantees of free speech, FCC was told last week.

The claim was made by George O. Sutton, Washington attorney, during oral argument on the Commission's proposal to deny AM and FM applications of the Mansfield (Ohio) Journal Co. and an AM application of the commonly owned Lorain (Ohio) Journal Co. [BROADCASTING, Jan. 19].

"Under what theory," Mr. Sutton asked the Commission, "are you the judges of what is legitimate news?"

He also maintained that FCC, in its proposed finding that the Mansfield company had sought to suppress competition, had found the firm guilty of practices which are criminal in nature and which the courts, not FCC, should handle.

In reply to this, Chairman Wayne Coy cited a Supreme Court decision which held that a licensee who violates the anti-trust laws may not continue to hold a license merely because he has not been accused and convicted in court.

Mr. Sutton also argued that FCC has no jurisdiction over "control of the media of mass communication."

William Thomson, Mr. Sutton's associate, who also appeared for the Mansfield and Lorain companies, denied the papers had ever used exclusive advertising contracts, and claimed that opposition to their applications had come either from "disgruntled" citizens or merchants who had failed to meet their financial obligations, or from WMAN, the existing station in Mansfield.

At the outset Mr. Sutton renewed his motion, previously denied [BROADCASTING, May 3], for postponement of the oral argument pending disposition of an appeal taken by Mansfield Journal Co. in a related FM case [BROADCASTING, April 5]. The motion again was denied.

The proposed decision's anticipated denial of the third application in the proceeding, Fostoria Broadcasting Co.'s bid for 1510 kc at Fostoria, Ohio, was attacked by William A. Porter, Washington attorney for Fostoria. The company is owned by Laurence W. Harry, owner of WFOB (FM) Fostoria.

Hyde, Jones Dissent

The *Mansfield Journal* and Fostoria Broadcasting are both seeking 250-w daytime stations on 1510 kc. Lorain Journal Co. requests 1140 kc with 250 w daytime only. The two newspaper companies are owned by S. A. and Isadore Horvitz, brothers. The proposed decision, on a 5-to-2 vote with Comrs. Rosel H. Hyde and Robert F. Jones dissenting, concluded that all three applications should be denied and that the denial should extend also to the *Mansfield Journal's* FM application.

Meanwhile, FCC last Monday filed a motion to dismiss the Mansfield company's appeal to the Court of Appeals for the District of Columbia from the Commission's Jan. 10 actions severing and granting the Class B FM application of WMAN Mansfield while leaving, for independent consideration, the Mansfield FM bids of

(*Continued on page 66*)

Drawn for BROADCASTING by Sid Hix

"Sorry, Mr. President, but Senator Tobey says your loan time is up."

MEET IN HOLLYWOOD SET BY NBC WESTERN

THREE DAY meeting of representatives of 31 NBC Western stations will convene in Hollywood, May 12, 13, 14 at the Hollywood Roosevelt Hotel to discuss programs, publicity promotion and engineering.

First day will be devoted to programs. Thomas McCray, national program manager, will discuss overall programming with emphasis upon sustaining programs and summer replacements; Jennings Pierce, public service director of Western network, will discuss public affairs and education; John Thompson, KNBC publicity and public service director, will cover news and special events as well as publicity through public service; Burton Adams, New York program department, will cover cooperative programming.

Hugh M. Beville, director of NBC research, will discuss program research Thursday, as part of the advertising and promotion workshop. The following also will be heard: James Nelson, director of advertising and promotion, will cover the types of newspaper advertising; Jacob Evans, manager of audience promotion, "The Parade of Stars for '48."

Friday: publicity workshop led by Leslie Raddatz, Western network publicity director concurrent with an engineering workshop in publicity. Thomas Knode, manager NBC press department New York, will use slides to demonstrate publicity campaigns.

RADIO FARM EDITORS of nation were greeted at the White House by President Truman during recent Dept. of Agriculture conference [BROADCASTING, May 3]. Greeted at Executive Offices were (front row, l to r): Bill Diamond, American Feed Mfg. Assn.; Sam Schneider, KVOO Tulsa; Phil Alampi, WJZ New York; Tom Johnston, Purdue U.; George Van Horn, U. of Mass.; Ben Werk, WKRC Cincinnati; Jim Romine, WSB Atlanta; Edd Lemons, WKY Oklahoma City; Larry Haeg WCCO Minneapolis; Bob Child, Rural Radio Network, Ithaca, N. Y.; Chuck Worcester, WMT Cedar Rapids, Ia.; Lane Palmer, Extension, N. C. State College; Marshall Wells, WJR Detroit; Frank Atwood, WTIC Hartford; Joe Bier, WOR New York; Linwood Brofee, WCSH Portland, Me.; Grant Ritter, WCLO Janesville, Wis.; John Merrifield, WWJ Detroit; Nieves Diaz, Puerto Rico Extension Service; Dorothy Rapp, WCOM Parkersburg, W. Va.; Hal Totten, WGN Chicago; Charles Farmer, WLAP Lexington; Herb Plambeck, WHO Des Moines.
Back row—Will Peigelbeck, WNJR Newark; Howard Hass, WHO Des Moines; Bob Miller, WRFD Worthington, O.; Roger Harrison, WBZ Boston, Chris Mack, WNAZ Yankton, S. D.; Russell Park, WLS Chicago; George Round, U. of Nebraska; Roy Battles, WLW Cincinnati; C. W. Jackson, KCMO Kansas City; Charles L. Brown, WBOW Terre Haute; Ted Leeper, WPTF Raleigh, N. C.; Jack Sloan, Texas A&M; Jesse Buffum, WEEI Boston; Tom Page, WNBC New York; Paul Seabrook, S. C. Extension, Clemson, S. C.; Layne Beaty, WBAP Ft. Worth; Gordon Loudon, WWL New Orleans; Frank Cooley, WHAS Louisville; Phil Evans, KMBC Kansas City; Ken Gapen, Radio Service, Dept. of Agriculture; Robert Rumler, E. I. Du Pont de Nemours; Don Lerch, CBS; Homer Martz, KDKA Pittsburgh; Robert Behrens, Campbell Soup Co.; Dave Thompson, Grocery Mfrs. of America; Dean Huston, WHO Des Moines; Claire Banister, Texas A&M; F. P. Taylor, WSTV Steubenville, O.; Amos Kirby, WCAU Philadelphia; Dick Cech, Ohio State U. (partly concealed); Virginia Tatum, CBS; Gerald Seaman, Bert Gittins Agency Milwaukee; Dale Williams, Iowa Extension Serv., Ames, Ia.; Charles Eshbach, USDA-New England Radio News Service; George Soule, E. I. Du Pont de Nemours; Mal Hansen, WOW Omaha; Dick Kathe, WGAR Cleveland; Burnis Arnold, Okla. A&M; Joe McQuay, WWVA Wheeling; W. M. Harding, Dept. of Agr., Regina, Sask.; Maynard Speece, U. of Minn.; Tom Noone, Radio Service, USDA; Cecil Herrell, State College, N. M.; C. A. Herndon, Radio Service, USDA; Gene Shipley, WIBW Topeka; Joe Tonkin, Extension Radio Specialist, USDA; Murrell Rapp, WCOM Parkersburg, W. Va.; Gary Weigand, KSTP St. Paul; Betsy Pitt, Radio Service, USDA; Miguel Lopez, Puerto Rico Extension Service; Howard Kany, PA, Washington; Howard Hill, Iowa Farm Bureau; Keith Himebaugh, Dir. of Information, USDA; Dana Reynolds, Radio Service, USDA.

COVERAGE SERVICE

Listening Area Index Offered

A NEW C. E. Hooper Inc. service for stations, the "Listening Area Coverage Index," was announced last week in New York.

The new service, whose technique is fundamentally not unlike that which Mr. Hooper offered to conduct for Broadcast Measurement Bureau last summer, is available to individual stations and was described by Mr. Hooper as an extension of the Hooper city ratings now available in 86 cities.

The Listening Area Coverage Index, Mr. Hooper said at a news conference, is a "measure of the distribution of the audience to respective stations."

It is developed solely by mailed ballots, distributed in proportion to radio families distribution in whatever area the client station desires to measure, Mr. Hooper said.

It extends Hooper measurements of station audience distribution outside city limits, to which his station data have heretofore been confined by his coincidental telephone technique.

Recipients of the ballots are asked: "To what station do you and your family listen most frequently or the most time?" Tabulations of the responses, which must average 55% return to be statistically reliable, according to Mr. Hooper, show a "percent of mentions" which can be quoted for an entire area under survey or for individual counties or localities.

The area to be measured is selected by the client station, Mr. Hooper pointed out. Observers noted that the Hooper system does not seek to measure the total effective coverage of a station but only its audience distribution in areas which the station wishes to survey.

★

The measurements for any station may be made as frequently as the station desires, Mr. Hooper said. The precise time at which ballots are mailed, however, is controlled by the Hooper firm to minimize the chance of developing inflated ratings which might occur if ballots were out coincidentally with a particularly popular program feature, like the World Series.

The presentation which Mr. Hooper made to BMB last summer differed from the Listening Area Coverage Index in that the former would attempt to define limits of coverage. The Hooper proposal to BMB contemplated mailing ballots throughout the nation.

To serve individual clients, Mr. Hooper pointed out last week, "we have to look to some other authority for station contours." The authority which the company is accepting in its area index is the station itself.

Thirteen Listening Area Coverage Indexes have been completed or are in progress, Mr. Hooper said. He specifically mentioned two which were completed for WBEN Buffalo and WHO Des Moines. He surveyed eight counties for WBEN and 116 counties for WHO.

Mr. Hooper said the minimum rate for the area index was $375. He charges $2 for each mail ballot over 259, he said.

The Listening Area Coverage Index presentation will be made by the Hooper firm twice daily in its Biltmore Hotel suite in Los Angeles during the NAB convention.

AP Honors KSD

NO. 1 RADIO certificate of associate membership in the Associated Press, heading a list of 809 stations thus far granted such memberships, has been issued to KSD St. Louis. The certificate was issued to KSD because it was the first station to contract for regular AP service for commercial use and in appreciation of the cooperation given the AP in establishing its service. KSD began using AP dispatches on a commercial program basis in October 1935.

Transfer Now Completed; WOOD to Grandwood

WXYZ Inc. Detroit, an ABC subsidiary, and Grandwood Broadcasting Co. last week completed the transfer of WOOD Grand Rapids, Mich., to Grandwood Broadcasting Co. ABC had acquired WOOD and WXYZ in 1946 with the purchase of the King-Trendle Broadcasting Corp., later named WXYZ Inc.

FCC approved the acquisition with the provision that the network later divest itself of WOOD. WXYZ Inc. was partially liquidated, with stock worth $850,000 being turned over to the minority stockholder, the Grandwood Broadcasting Co. WOOD manager is Stanley Barnett.

RADIO GIVES ECONOMY OF U. S. LITTLE PLAY

NOT MORE THAN 10% of radio facilities are being utilized to increase public understanding of the nation's economic system, according to speakers at last week's three day seminar in New York, sponsored by the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

Ken Wells, the committee's director of operations, in summing up the sessions, declared that almost every community is expected to intensify its use of the media. For example, he said, the third day's session in a forum in Somerset County, N. J., will be aired in the *Town Meeting of the Air* series, to be broadcast on ABC June 22, 8:30-9:30 p.m. Civic, social, business, religious, labor and industrial organizations of Somerset County will sponsor the forum.

About 60 representatives from 40 companies attended the "test" seminar. The joint committee was formed last year to increase knowledge of the economic system. Problems of disseminating ideas and techniques which industries can apply to broaden employe and community understanding of their operations were stressed during the seminar.

CBS Dividend

THE CBS BOARD last week declared a cash dividend of 50 cents a share on the present Class A and B stock of $2.50 par value. The dividend is payable June 4, 1948, to stockholders of record at the close of business May 21, 1948.

PRINCIPAL SPEAKER at IER's annual dinner May 2 was Dr. Brock Chisholm (r), executive secretary of the United Nations World Health Organization and a prominent Canadian psychiatrist. Dr. Chisholm was introduced by Olga Druce of Benton and Bowles.

FCC COMMISSIONER DURR was honored May 2 at Ohio State U. when Dr. I. Keith Tyler (r), director of the IER, gave him a life membership in the institute on the occasion of Mr. Durr's retirement from FCC.

IER

Chisholm Scores Irresponsibility

By BILL THOMPSON

THE SHOT in the arm needed to revitalize a weak and ailing Ohio State U. Institute for Education by Radio was unfortunately late in arriving. It came May 2, and, ironically, not in a speech of a broadcaster, but from Dr. Brock Chisholm, executive secretary of the United Nations World Health, and a leading Canadian psychiatrist.

Dr. Chisholm sparked the closing sessions of the April 30-May 3 Columbus meeting with a stimulating rebuke and a challenge to irresponsible broadcasters to recognize the importance of their words that travel over a medium that covers the world. (See story page 58.) He was accorded a rousing ovation.

It was difficult to diagnose the chronic languor that hung over the institute previous to the Sunday night meeting.

It was not the fault of a panel of six producers, headed by Ted Cott, director of programs of WNEW New York. At the institute's opening session, this group chided the "educators" unmercifully, yet drew no fire from the floor.

Nor was the Committee on National Organizations to blame because the institute's earlier sessions fell flat. This group, headed by Lucille Clarke, radio chief of the Red Cross (North Atlantic Area), decided after seeing advance prints of the institute program that television was not given sufficient play. On short notice, the committee imported Paul Mowrey, ABC's director of television, and Albert G. Zink, program supervisor of WRGB Schenectady to discuss TV as a new factor in interpreting community agencies.

Apparently, the program drafters had assumed television has not yet arrived, for only a pre-conference TV session originally was scheduled. Asked about this reluctance to welcome television into the radio family, Dr. I. Keith Tyler, director of the Institute, promised "it will be a different story next year."

Dr. Tyler, in a move not included on the agenda, presented FCC Comr. Clifford J. Durr, with a special citation on behalf of his long support of the IER. His statement at the annual banquet May 2 follows:

"Through the press we have all been informed that Clifford J. Durr has seen fit not to accept reappointment as a Commissioner of the Federal Communications Commission. This, then, is the last Institute which Commissioner Durr will attend in his official capacity. I think I speak for all Institute members in expressing the hope that he will continue to attend and participate as an individual in future Institutes.

"It seems to me highly appropriate to express at this time the sentiment which I believe is shared by all who have known Clifford Durr and observed him in action here at these annual meetings. His contribution to clarity of thinking has been immeasurable. His courage and integrity, his willingness to 'stick out his neck' on matters of belief and conviction have won the respect and admiration of all whether or not they share his views. His deep devotion to the democratic process of discussion has been constantly exemplified by his own unstinted participation in innumerable sessions here. The many friends and admirers whom he has won by his activities here will not lightly face the prospect of future Institutes without Mr. Durr.

"Therefore, on behalf of the Institute for Education by Radio, I am happy to present to retiring Commissioner Clifford J. Durr this lifetime membership in the Institute. It conveys respect, admiration, and warm appreciation of past performance and a fervent hope that it will encourage future participation in these annual meetings."

Comr. Durr's reply was brief:

"The appreciation you've shown me goes far beyond what I deserve. If it had not been for this Institute, my life on the FCC would have been more placid. Ever since I first came to the Institute for Education by Radio and learned of your problems, I've been in trouble.

"But I assure you I haven't been bored."

IER awards were announced Friday at the 12th American Exhibition of Educational Radio Programs. (See awards, this page.)

Highlights of each day's institute sessions follow:

FRIDAY

Nathan M. Rudich, director of television, Gainsborough Assoc., told a pre-conference TV forum that development of the video art will lead to decentralization of the theatre away from New York and Hollywood. "Here's an opportunity for communities to set up professional companies of players and musical units that will find great support through appearances on local TV stations, paid for by local sponsorship, receiving the benefits accumulated by local promotion and publicity via the very same performances they do on TV," he explained.

Mr. Rudich warned educational broadcasters not to be "caught short" by failing to prepare at once for utilization of TV.

TV personnel problems were discussed by Martin Gosch, producer of the CBS television show *Tonight on Broadway*, who pointed out that radio, stage, or motion picture backgrounds, by themselves, are "pitifully inadequate."

Mr. Gosch recommended taking the present television director out from behind the master-control panel and putting him in the studio "where he belongs."

"In order to replace him, we

(Continued on page 56)

TELEVISION was discussed by this trio at a pre-conference session of the IER. Nathan M. Rudich (center), director of television of Gainsborough Assoc., is describing a miniature TV studio setting to Martin Gosch (r), producer of the New York television show "Tonight On Broadway," and Milton S. Allison of WLW-T Cincinnati, the Crosley TV station.

Awards at 18th Annual IER, Ohio State U.

National Networks and Organizations

(Network Awards, BROADCASTING, May 3)

Religous—"The Eternal Light" (NBC), "The Greatest Story Ever Told" (ABC), "Family Theatre" (MBS)—all first awards.

Agricultural—"The Garden Gate" (CBS) and "National Farm and Home Hour" NBC"—both first awards.

Cultural—General—"CBS Is There" (CBS)—first award; "State 48" (CBC) and "Quiet Please" (MBS)—honorable mention.

Cultural—Musical—No first awards, due to these facts: (1) The educational potentialities of radio in the field of music are not being realized fully; (2) Programs are not always designed for radio, but are regular concert programs picked up for broadcast; (3) Some of these programs, while high in the field of entertainment, are not considered as contributing to education in the field of music; (4) The scheduling of certain programs either at unimportant radio times or around midnight in certain localities is considered detrimental. "NBC Symphony Orchestra" and "Orchestras of the Nation" (both NBC)—honorable mention.

Public Affairs—"Doorway to Life" and CBS Documentary Unit Series (both CBS)—both first awards; MBS Documentary Programs (MBS)—honorable mention; Howard K. Smith from London (CBS) and "The United Nations Today" (United Nations Network for Peace)—both special citations.

Children's Programs—"Magic Adventures" (CBC) and "Melody Theatre" (MBS)—both first awards. "Tales of Adventure" and "Let's Pretend" (both CBS), "The Story to Order" (NBC), and "Adventure Parade" (MBS)—all honorable mention.

One-Time Broadcasts—"The Friend

(Continued on page 56)

Always good for a laugh!

This is a "bread and butter" shot for a professional photographer. Newspapers and magazines always buy them . . . because they're always good for a laugh.

We know another item that's always good for a laugh.

That's the coverage figures some high-wattage stations get out.

According to some we've seen, only two-headed idiots listen to any station but theirs!

What a joke!

What an *expensive* joke for buyers who fall for it!

We don't claim everybody in Baltimore listens to W-I-T-H all the time.

But we do claim this: *W-I-T-H delivers more listeners-per-dollar than any other station in town!*

It costs you less . . . to sell more . . . on W-I-T-H! W-I-T-H is the big independent with the BIG audience! So if you're looking for *low-cost* sales in the nation's 6th largest market, get in touch with your Headley-Reed man today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

XUM

MUSIC...
SPORTS...
24 NEWS... hours a day

WINZ

FLORIDA'S
BIG
INDEPENDENT
1000 watts-940 kc

●

ten millivolts
on
FLORIDA'S
RICH EAST COAST
from
FORT LAUDERDALE
to CORAL GABLES

●

Studios:
MIAMI BEACH, MIAMI
and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH
HOTEL
Hollywood, Florida

Jonas Weiland, *President*

Represented by:
John H. Perry

RCA INCOME

Shows 15% Increase Over Last Year

A 15% INCREASE in consolidated gross income of RCA in the first quarter of 1948 compared with a similar period last year was reported by Brig. Gen. David Sarnoff, president and chairman of the board of RCA, at a stockholders' meeting May 4 in New York.

Gen. Sarnoff also outlined the progress and future plans of RCA, emphasizing the rapid expansion of television manufacturing and operations.

Consolidated gross income of the company in the first three months of 1948 was $88,053,297, or $11,493,201 more than the $76,560,096 income in a similar period in 1947. In the first quarter of 1948 profit before federal income taxes was $9,631,498. Net profit after taxes was $5,764,498, an increase of $1,084,433, or 23% over the same period of 1947.

Earnings per share of common stock in the first quarter of 1948 were 36 cents, compared with 28 cents per share in the first quarter of 1947.

Gen. Sarnoff reported that the demand for television sets continued to exceed supply, despite expansion of manufacturing facilities.

He announced that the 16-inch television picture tube, which will "supplement" the 10-inch direct viewing tube now used in most RCA television sets, will be introduced "late this year." The new tube is a metal kinescope. Its development, although reported early this year, has not been widely publicized.

RCA is continuing vigorous scientific research, Gen. Sarnoff said, and has "commenced work in atomic physics because it is related to electronics."

"Our men of science are keenly interested not only in the electron, which to a great degree they have harnessed," he said, "but also in the atom, which holds such fascinating promise as a new form of energy."

Nuclear Energy

It is possible, he said, that nuclear energy may become an important source of power in communication.

"It is no idle dream to envisage that radio sets of the future may take their power from tiny capsules of atomic energy," he said, "or even from small particles of such material.

"Should this miniature power supply become possible, smaller and more compact radio and television sets may be built."

As for television, he said, its "outstanding advances" had "amply justified the optimism expressed at our meeting last year and on other occasions.

"As the years pass," said Gen. Sarnoff, "we shall witness the gradual fusion of sound broadcasting with television, just as sight and sound combined in motion pictures. While television continues to extend its operation, sound broadcasting alone will continue to serve millions of people. There is need and opportunity for both.

"Ultimately, however, the majority of the 37,000,000 American homes now equipped with radio sets should also have television. Television holds the greatest promise for the future of radio."

Gen. Sarnoff spoke of the also rapid, but less spectacular development of FM. He pointed out that about 50 new FM stations per month were developing. RCA, he said, had delivered 167 FM transmitters and had orders for 138 more.

The financial report of NBC, RCA's broadcasting subsidiary, for the first quarter of 1948 was included in the consolidated report of RCA but not revealed individually.

NBC's 1947 Volume

Gen. Sarnoff in his report said, however, that NBC's business volume in 1947 was the largest in its 21-year history. An independent report, issued by the network, announced that the principal reason for increased time sales in 1947 was a boost in the number of affiliated stations carrying network programs.

The average number of stations employed by network sponsors was 134, as compared to 127 for 1946. For daytime programs the figure was 119, against 102 for 1946. Commercial programs occupied 51.8% of program hours last year, with the remaining 48.2% devoted mostly to public affairs, news, music, religion and education.

A special review, prepared by Horton Heath, NBC director of information, includes a report of the industry-wide code of good practice promoted by President Niles Trammell. Sections also were devoted to the growth of television, network employes and management, program highlights in 1947, etc.

Of the approximate 7447 hours of network programs broadcast in 1947, 36.9%, or 2746 hours, were devoted to musical programs. Drama placed second in the list with 2013 hours, or 27%, and news and special events, third, with 1191 hours, or 16%.

Copies of the review were mailed last week to all network officials and employes, affiliated stations, clients, advertising agencies, members of Congress, libraries, etc.

FACSIMILE newsroom of the Philadelphia Inquirer has been moved from its original location in the Inquirer Bldg. to the site of the main offices and studios of WFIL in the Widener Bldg.

CHATTING at the Allied Stores Radio & Television Clinic party in New York April 29 (l to r): Dean Charles Edwards of New York U. School of Retailing; Frank Silvernail, chief radio timebuyer, BBDO, and Walt Dennis, Allied's radio & television director.

Russia Up to Old Tricks at HF Meet

Soviet Group Balks on Question Of Channel Priorities

RUSSIAN delegation has attempted to set up roadblocks on most major issues which have arisen thus far in the High Frequency Broadcasting Conference at Geneva, with the question of priorities as one of the principal problems, according to reports from the conference last week.

The Russians are insisting that national service be given priority on the channels, in order to use high frequencies instead of the domestic band for coverage of the extensive areas of Russia. The U. S., on the other hand, claims these frequencies should be used for international broadcating. The French want priority for colonial services.

Soviet Cooperation

The reports said Soviet uncooperativeness has been evidenced most by USSR Delegation Chairman Oleg Macarov in formal meetings, but that the Russian delegates have been cooperative and congenial in the "working groups" and in outside contacts.

Among the Russian demands—both defeated 4-to-1 on U. S. resolutions—have been insistence on unanimity on all decisions, and on procedure whereby decisions would be reached only in plenary sessions.

The Soviet group also has submitted its own proposals with respect to engineering standards, while the four other nations—U. S., United Kingdom, France, and India—are adhering to the Atlantic City standards.

Forney A. Rankin, associate chief of the State Dept.'s International Broadcasting Division, heads the U. S. delegation and has led in debates with Chairman Macarov of the Soviet delegation.

The conference is preparing a proposed high-frequency allocation plan for submission to the Mexico City Conference which convenes in October.

XUM

Many Happy Returns, HANDY MAN!

Just a year ago Jack Creamer, the Handy Man, pushed his fix-it cart onto the Gimbels' set for his first telecast over WPTZ, Philadelphia. The anniversary is something of an event because very few television programs—certainly none in Philadelphia—have run 52 consecutive weeks on the basis of same time, same station, same show and same sponsor.

The longevity of the Handy Man program is undoubtedly a direct result of the returns that the program has produced for Gimbels . . . returns that have made the Handy Man program an industry-wide success story. Time after time his merchandise demonstrations have sold Gimbel Brothers out of stock—to the point that a sell-out is no longer news.

In renewing the Handy Man contract on WPTZ, David Arons, Gimbel Brothers' publicity director made a statement that may become something of a milestone in development of commercial television:

"Gimbels is through experimenting in television," he said, "we are now buying television as an advertising medium."

We'd like to put WPTZ's experience and facilities to work doing the same kind of job for you. Drop us a line—you'll be interested in what WPTZ and the television audience in Philadelphia have to offer.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

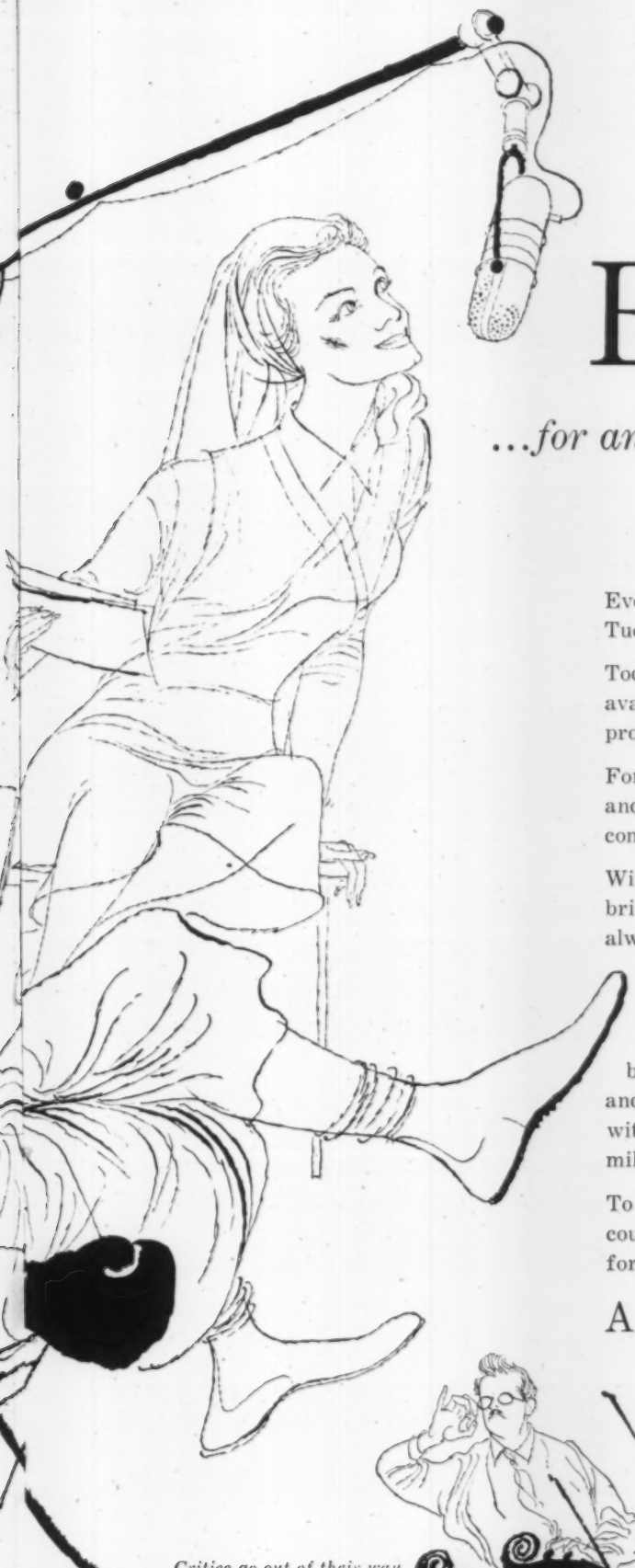
WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

XUM

Stars like Paul Muni in "The Amazing Dr. Clitterhouse"... James Mason in "Painted Veils"... Dane Clark in "Golden Boy"... Madeleine Carroll in "Farewell to Arms"... these and many others are stars for "Studio One." All are chosen from the top ranks of stage and screen ... all are able to lend added lustre and meaning to the show in "Studio One," whether it's a classic charmer like "Pride and Prejudice" or a fast-paced modern tale like "Young Man of Manhattan."

Glossy perfection of "Studio One" comes from surrounding the distinguished guest stars with a supporting cast invariably made up of radio's ablest, most polished performers.



This is Big Radio

...for an advertiser whose product is also the best of its kind

Every week, some 9 million people tune right past top-rated Tuesday-night comedy to find their way to "Studio One."

Today "Studio One" is not only Radio's top dramatic show available for sponsorship, but also one of the most rewarding programs at any time on anybody's air.

For this is indeed Big Radio... big stars and big stories, and performance and production that week after week come comfortably close to perfection.

Within the framework of a full hour, "Studio One" is able to bring to the air the much-loved novels and plays that radio's always wanted to do but seldom can . . . the stories that are too big and too powerful for anything *but* a full sixty minutes of radio.

And by some sort of magic, probably known only to brilliant director-producer Fletcher Markle and his writing and acting company, these stories come out pure Radio, with a brilliance of polish and dramatic rightness that make millions of people, every week, glad that they listened.

To an advertiser whose own product is best of its kind, there could be no better showcase, no more effective background for selling, than a radio show which is also best of its kind.

A CBS PACKAGE PROGRAM

Critics go out of their way to heap bouquets on the perceptive musical settings of "Studio One." Responsible party is Alexander Semmler, for years one of radio's top composer-conductors.

He hates to have people call him a "genius," but they go on doing it, because he's Fletcher Markle, writer, producer, director, actor... and good!

XUM

THE BROADCASTERS' CREED

WE BELIEVE

That the American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

That its influence in the arts, in science, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art.

That we should exercise critical and discerning judgment concerning all broadcasting operations, to the end that we may, intelligently and sympathetically:

Observe the proprieties and customs of civilized society;

Respect the rights and sensitivities of all people;

Honor the sanctity of marriage and the home;

Protect and uphold the dignity and brotherhood of all mankind;

Enrich the daily life of the people through the factual reporting and analysis of the news, and through education, entertainment and information, by the full and ingenious use of man's store of knowledge, his talents and his skills;

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

THEREFORE:

As a guide for the achievement of our purposes, we subscribe to the following:

Text of Restyled NAB Code

(See Story Page 23)

Standards for broadcasting can never be final or complete. It is a creative art still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

NEWS

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their control and supervision of content, format, and presentation of news, commentary, and news-analysis broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

POLITICAL BROADCASTS **

Political broadcasts, or the dramatization of political issues designed to influence an election, should be properly identified as such.

PUBLIC AFFAIRS AND ISSUES

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Broadcasts of controversial public issues should be free from censorship, but the right should be reserved to refuse them for noncompliance with laws such as those

(Continued on page 51)

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

IT'S DIGESTIBLE*

FACTS ARE THE FOUNDATION OF SUCCESSFUL TIME BUYING.

THAT'S WHY FACTS SHOULD BE PLAUSIBLE . . . SHOULD BE DIGESTIBLE.

FACTS HELP MAKE SALES BUT FACTS MUST BE FACTUAL.

THAT'S WHY **WHHM** KEEPS SAYING:

MORE LISTENERS PER DOLLAR IN MEMPHIS

THAT'S A FACT—BORNE OUT BY HEALTHY HOOPERS AND AN AUDIENCE THAT KEEPS ON BUYING AND BUYING **WHHM - ADVERTISED** GOODS AND SERVICES.

IT'S A FACT—YOUR SCHEDULE WILL BE HAPPIER ON

WHHM

The Sales-Making Station

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

*** Crisco makes it more digestible**

Loucks & Scharfeld Plan Own Practices

13-Year Partners Are Continuing Radio Law in D. C.

PLANS for the establishment of separate law offices by Philip G. Loucks and Arthur W. Scharfeld, partners in the Washington radio law firm of Loucks & Scharfeld for the last 13 years, were announced last week, effective June 1.

Mr. Scharfeld is withdrawing from the firm to set up his own practice, while Mr. Loucks is forming a new firm of Loucks, Zias, Young & Jansky, composed of himself and the remaining associates of the present organization: Joseph F. Zias, Verne R. Young and Maurice M. Jansky.

Mr. Loucks' new firm will have offices in the American Bldg., 1317 F St. N.W., while Mr. Scharfeld will retain the present firm's quarters in the National Press Bldg., 14th and F Sts.

Mr. Loucks has been engaged in radio practice in Washington for the past 20 years, except for a five-year period in which he served as managing director of the NAB (1930-35). He also served as general counsel of FM Broadcasters Inc. from 1940-45, is a past president of the Federal Communications Bar Assn. and an associate member of the Institute of Radio Engineers.

In Old FRC

He and Mr. Scharfeld, who served in the law department of the old Federal Radio Commission from 1928 to 1930, when he began private practice, formed the partnership of Loucks & Scharfeld in 1935. During World War II, Mr. Scharfeld served in the Army's Military Government branch, assigned to the Target Force. He spent almost two years in Europe, attaining the rank of major. In the early 1930's, he was editor of the *Journal of Radio Law*.

Mr. Zias, who covered the Supreme Court for the *U. S. Law Week* for a year after graduating from George Washington Law School in 1936, has been with Loucks & Scharfeld since March 1937 except for four and a half years in the Navy as special assistant to the Chief of Naval Communications in which he reached the rank of lieutenant commander.

Mr. Young, a 1938 graduate of Washington College of Law and later a postgraduate student of administrative, communications and labor law, was minute clerk of the Federal Radio Commission and FCC from 1931 to September 1935, when he resigned to become associated with Mr. Loucks.

Mr. Jansky, whose background includes engineering as well as legal training and practice, graduated from the U. of Wisconsin Law School in 1938 and has been with Loucks & Scharfeld since July 1945. He formerly was engaged in law practice with other Washington firms and served as an attorney with the Interior Dept.'s Bureau of Reclamation.

Mr. Scharfeld (l) and Mr. Loucks.

PHILLY STRIKE

Engineers Still Out At WFIL Stations

MEMBERS of the engineering staff of the *Philadelphia Inquirer* stations —WFIL WFIL-TV WFIL-FM and WFIL Facsimile—went out on strike at 1:19 p.m., Saturday, May 1, and at press time the stations and engineers were still deadlocked.

The engineers, members of the American Communications Association (CIO), put pickets at the central city studios in the Widener Building, at the television studios at 45th and Market, and at the WFIL transmitter at Whitemarsh. Meanwhile the stations, with some departures from schedules, were able to continue on the air with executives serving as engineers. The union charged in leaflets given out by pickets, that workers have been hired from outside Philadelphia to serve as strikebreakers. No comment on the latter charge was made by the stations.

Roger W. Clipp, general manager of WFIL stations, attributed the strike to jurisdictional difference between the CIO union and Local 804 of the Television Broadcasting Studio Employes, an affiliate of the International Alliance of Theatrical Stage Employees and Motion Picture Operators (AFL). Management takes the position it can not legally enter into a contract with either union until the National Labor Relations Board has determined which represents a majority of the engineers.

Said the company statement:

> This is strictly a jurisdictional dispute between the two unions, each of which claims to represent our engineering staff; consequently WFIL is involved in a jurisdictional dispute over which it has no control.
>
> We have offered a deal with whichever union is properly certified by the board as the bargaining agency of our engineering staff. We further offered in the presence of Federal Mediator Thomas Martin to guarantee our employes no loss of wages as a result of any delay which might occur, regardless of which union ultimately was designated by the board as the bargaining agency.

The ACA, on the other hand, has claimed that there is no bona fide jurisdictional issue involved. It claims that there is no question of which union represents all the men since the entire engineering staff of 43 walked out of control room. The ACA claims that in 1936 it was certified as the bargaining agent, that it has continued to be so ever since and that in fact it does represent all the engineers.

The union claimed the issue involved is wages. William Bender, International representative of Broadcast Local 1, ACA, said negotiations started 70 days before the strike, that demands were made to obtain $75 to $130 weekly in a four-year progression for the engineers, who currently make $57 to $97 over eight years. These figures the company has confirmed.

Bender Statement

Mr. Bender stated, however, that the demands were for bargaining purposes, asserting that such demands also were made on six other Philadelphia stations, five of which settled for a top of $105 over a six-year progression while the sixth settled for $107 over a six-year progression. WFIL stations, on the other hand, never made any offer although a promise was made that it would, Mr. Bender stated. Failure to make offer after the contract ran out caused the strike, the union said. The company disputes that no offer was made.

The strike is believed the first against a television and facsimile operation. Effect on operations has not been so drastic as might have been expected, although some changes and improvisations have had to be made by management to keep operating the facsimile operation.

Ad Award Contest Includes 41 Entries

TV Group Entered in Chicago Club's Competition

TOTAL of 41 entries—four of them in the television category—have been submitted in the sixth annual advertising awards competition held by the Chicago Federated Advertising Club, it was learned last week. Awards will be made May 27 [BROADCASTING, April 19].

In the television group competitors include one station—WBKB, Balaban & Katz Chicago outlet—and three agencies — Burton Browne Advertising, J. R. Pershall Co., and Reincke, Meyer & Finn Inc. Deadline for entries in the group was extended from April 30 to May 5.

Aural radio awards will be made to winners in each of three classifications. Breakdown of entries is as follows:

Programs—drama, variety and music (15); special features (12); spot announcements (10).

Partial list of entrants includes: network and station—ABC, WMAQ, WBBM; agencies—J. Walter Thompson Co.; Mitchell-Faust; Foote, Cone & Belding; George H. Hartman Co.; Earle Ludgin & Co.; Needham, Louis & Brorby; Schwimmer and Scott; Kuttner and Kuttner, and Olian Advertising Co. (of St. Louis); department store—Wieboldt's.

The CFAC competition differs from that of last year when 15 citations, including special awards and honorable mentions, were passed out, with distinctions drawn between Chicago-originated network and local programs in the drama and variety groups. This year Chicago radio, listed in two of the eight divisions set aside, is eligible for four of the 29 awards.

Entries were accepted for all advertising produced in the Chicago area between January 1947 and April 30, 1948.

NEWS SERVICE

CNB Coverage Survey Proves Favorable

BOARD of directors of Chicago's City News Bureau has given the green light to a proposed plan whereby it would furnish local news coverage to Chicago radio stations. Right of way followed the completion of a three-month's survey by CNB to determine several factors relative to setting up such a service [BROADCASTING, Feb. 9].

Art Kozelka, assistant city editor of the 58-year-old bureau, who undertook the survey at the request of WBKB, Balaban & Katz TV station, currently is calling on station prospects. Pertinent data on individual stations will be submitted to the board this week, Mr. Kozelka said.

Meanwhile, Richard Finnegan, editor of the *Sun-Times* and CNB board chairman, said the plan is "still in the exploratory stage" pending presentation of Mr. Kozelka's report.

CNB's decision to go ahead on the plan was believed to have been prompted by a disclosure last week that Community News Service was viewing along similar lines. Earl Bush, a CNB alumnus operating CNS, told BROADCASTING he has arranged to furnish WBBM and WIND with news for one month on a "trial basis." CNS expects to announce signing of three more shortly and seven in all by the end of May [BROADCASTING, May 3].

Dudley Williamson

DUDLEY WILLIAMSON, 45, m.c. of MBS *What's The Name of That Song* program, died May 2 of a heart attack at the home of friends at Lido Beach, Calif. Mr. Williamson lived at Huntington Beach, Calif., with his wife, Rita, and a daughter, Lane, 8, who survive him. As he had requested, money for flowers was sent to American Heart Assn.

XUM

We're BIG

because candidates for all public offices—senatorial, congressional, state and county—use WBIG freely to present their claims to election before an intelligent electorate. WBIG's listeners are a must.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

INK SPOTS

And Sen. Johnston Doesn't Remember Applications

SEN. OLIN D. JOHNSTON (D-S. C.) told BROADCASTING last Wednesday that he doesn't remember and has "nothing to do" with the applications of Southern Broadcasters Inc. for a combined FM-TV station at Richmond, Va. He said he did not recall signing the letter of transmittal to FCC which bears his name and accompanied the video request [BROADCASTING, April 19].

But York L. Wilson, Washington business consultant and secretary and part owner of the radio firm, indicated Thursday that he thought the Senator might have been forgetful. Mr. Wilson said he would visit the Senator, refresh his memory and secure a letter of explanation if necessary to clear up the mounting confusion in the matter. The Southern Broadcasters representative emphasized his desire to protect all innocent parties in the situation and said if his firm made a mistake at all it was "of the head and not of the heart."

Mr. Wilson deplored the "unethical conduct" of certain interests which he claimed have been spreading misleading allegations concerning the case during the past week.

The misunderstanding appeared to stem from markings upon the television application and on a request to modify the permit for FM station WRMV Richmond, owned by Southern Broadcasters. On both requests a typewritten designation that Sen. Johnston was legal representative for the radio firm is stricken out by hand in ink. The same correction is also upon duplicates of both applications as well as over two photostatic copies of the FM modification request.

Wilson Version

According to Mr. Wilson, Sen. Johnston had said he would be glad to transmit the applications to FCC for the firm and so when they were ready on April 8 the documents were taken to the Senator's office. It was here, Mr. Wilson explained, that a stenographer's error in inserting the name of Sen. Johnston as legal representative was caught and the questioned correction made. He reaffirmed that the Senator was not legal representative.

Mr. Wilson said the record would speak for itself and that he expects to have the matter of confusion or controversy "settled" before the TV request goes into hearing before FCC with other pending competitive applications.

He acknowledged that a great amount of detailed matters flows over a Congressman's desk and that there is a high chance of not remembering some things.

Sen. Johnston said he knew the principals of Southern Broadcasters Inc. as they were from South Carolina, but that he did not talk with them or see them regarding the applications. He indicated that, as many similar matters do, the documents may have come to his office by mail and that his staff perhaps prepared and signed the routine letter of transmittal to the Commission.

The Senator unequivocally emphasized regarding the filing of the application: "I am not connected with it; I have nothing to do with it; I am not a stockholder; I am not their legal representative, and I don't remember seeing the application."

Southern Broadcasters' television request at Richmond is for Channel 8 (180-186 mc) with 18.5 kw visual and 19.3 kw aural power. The WRMV modification requested is a change in frequency from Channel 295 (106.9 mc) to Channel 225 (92.9 mc) to effect a better triplex operation of the FM and TV outlets.

Principals in the firm are:

Richard R. Hutcheson, owner and director of The Washington (D.C.) Academy of Speech, president and treasurer; York L. Wilson, business consultant, secretary, and William H. Brawley, Federal Trade Commission investigator, vice president.

Firm has authorized 10,000 shares 5% cumulative preferred stock, $10 par, not yet issued; 8,000 shares Class A common voting stock, $2 par, with 5,290 shares issued, and 72,000 shares Class B common non-voting stock, $2 par, with 20,710 shares issued. Dr. Hutcheson holds 1,750 shares Class A (21.9%) and 6,584 shares Class B. Mr. Wilson holds 3,500 shares Class A (43.7%) and 13,166 shares Class B while Mr. Brawley has subscribed to 833 shares of A and 7,500 shares B.

According to the application the common stock is being offered in units of 100 shares (4 shares A, 96 shares B) as reported in a prospectus dated Dec. 8, 1947. Price of the unit is $267 with 20% or $53.40 payable down and a balance of $233.36, including 6% interest sum of $19.76, payable in 36 monthly installments of $6.48. The application listed names of eight parties holding 100 share units and one party holding a 50-share unit. Subscribers listed covered four 100-share units and 11 50-share units.

Messrs. Hutcheson and Wilson also hold interests in Cinnco Broadcasting Co., conditional grantee of WOYO (FM) Cincinnati, and Tropical Broadcasting Co., conditional grantee of WFYE Miami, Fla. Mr. Wilson's sister, Fannie B. Wilson, is owner of WMFI (FM) Memphis, Tenn. Mr. Hutcheson is interested in Mansfield Broadcasting Co. Inc., AM applicant at Mansfield, Pa.

Upcoming

May 17-18: NAB Management Conference, Biltmore Hotel, Los Angeles.

May 18-19: CBC Board of Governors, Windsor Hotel, Montreal.

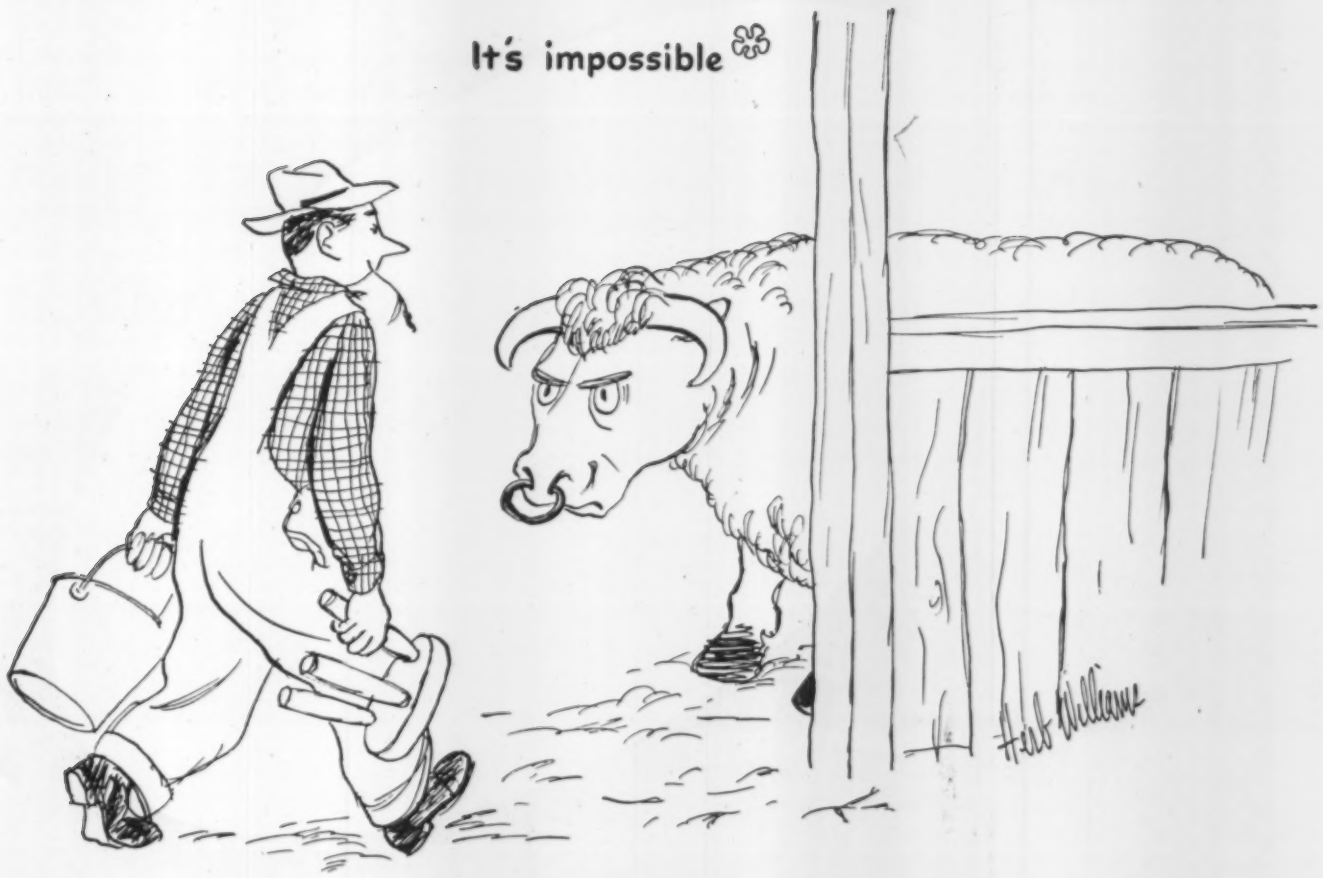
May 19: New NAB Board of Directors meeting, Biltmore Hotel, Los Angeles.

May 20-21: NAB Engineering Conference, Biltmore Hotel, Los Angeles.

May 22: IRE North Atlantic Region Meeting, Hotel Continental, Cambridge, Mass.

June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.



You can't cover California's Bonanza Beeline without on-the-spot radio

No wonder Beeline people spend more dollars on retail purchases than all San Franciscans and all Seattleites combined. Beeliners have 2 Billion in buying power!

How do you talk to these prosperous shoppers? *Only with on-the-spot-radio.* Because Beeliners live in a part of California and western Nevada that is virtually surrounded by mountains . . . mountains that reduce *outside* radio signals.

Yes, you need the five BEELINE stations, the stations located right *in* major Beeline cities. Together these stations blanket the whole Bonanza Beeline market . . . individually they're local favorites. KWG Stockton, for instance, goes back 27 years! Check Raymer for the whole Beeline story.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

XUM

Things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...

If you live in New York, Chicago or Los Angeles you probably never heard of Uncle Jay.

But just ask anyone in the Panhandle of Texas, Eastern New Mexico, Western Oklahoma or Southern Kansas if they know Uncle Jay and they'll likely spend the next hour telling you what Uncle Jay has done for them.

Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air" advertising livestock, chickens, hogs, used farm and ranches as well as market quotations, items of trade interest, farm shows or anything else of interest to the farmer and rancher, and it's all free to them. The tremendous daily response attests to the tremendous audience of this worthwhile service.

Uncle Jay's popularity is also high as a public speaker. He is in constant demand by civic organizations, schools, churches, as well as farm and ranch organizations.

With personalities such as Uncle Jay there is little wonder why most folks in the great Panhandle area keep turned to KGNC—now 10,000 watts.

Uncle Jay's Trading Post is sponsored, and has been for over 9 years, but there is another good show on KGNC that will do the same job for you .

710 KC. KGNC 10,000 WATTS

AMARILLO, TEXAS

Represented by **TAYLOR-HOWE-SNOWDEN** RADIO SALES, INC. • MEMBER OF THE **LONE STAR CHAIN**

XUM

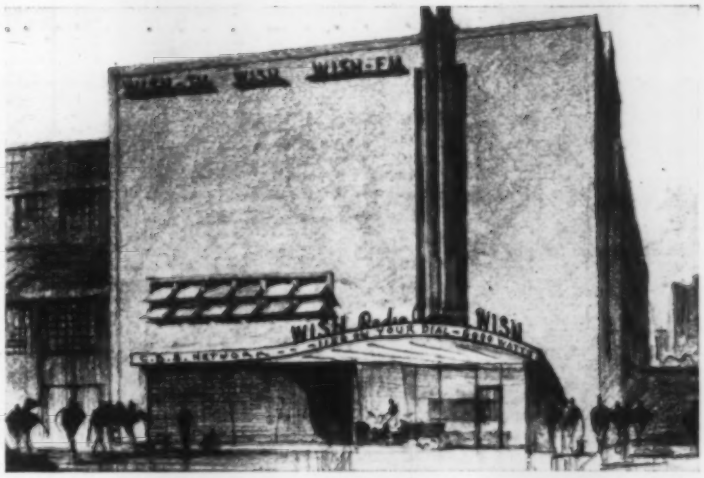
Feature

(Continued from page 10)

since its transmitter house is erected on two Army surplus pontoons [BROADCASTING, July 22, 1947]. It rode out the flood. When the river got ten feet above flood stage the house started to float and transmission was still going strong when the 13-foot mark was reached.

As the river reached flood crest the tuning box on the tower was partly under water. This eliminated use of the tower but a temporary antenna was rigged by S. A. Cisler, station vice president, and Karl Haberman, chief engineer. They climbed about half way up the tower and lashed a heavy copper wire which was secured to the floating transmitter house. FCC approved the arrangement and transmission was continued in this manner until the water receded and the tuning unit was dried and cleaned and back in service.

The pontoons are mounted on a six-foot concrete foundation with plenty of slack left in power and telephone lines to prevent their breaking as the house floats up with the flood waters.



WISN Milwaukee has begun extensive remodeling of radio properties which, when completed, will house television, AM and FM studios. To be known as WISN Radio Center, the remodeled building (architect's sketch above) will be located on W. Wisconsin Ave. at 37th St., Milwaukee. Extra floor will be added to present three-story building. There will be six studios, two of them equipped to handle all three types of broadcasts and the remainder capable of handling both AM and FM, according to G. W. Grignon, WISN general manager.

While things were a little damp under foot, engineers were ferried to shore, half a mile away, in a boat borrowed from the Coast Guard and skippered by the station president, Eugene Sandford.

NESBITT SHOW ON MBS HAS FIFTIETH SPONSOR

CONTRACT signed by Yowell-Drew Ivey department store, Daytona Beach, Fla., for sponsorship of John Nesbitt's *Passing Parade* on WROD marked the 100th commercial outlet for the series and the 50th new sponsor since its debut Feb. 2. More than 350 MBS stations carry the 15-minute, five-a-week, story-telling feature.

Described by Edgar Kobak, Mutual's president, as the "perfect transcribed cooperative show," the new series was organized by MBS' co-op department after steady pursuit of Mr. Nesbitt radio-wise. The show originally was introduced to network audiences in 1937.

Currently sponsoring the series is a diversified group of firms, including drug, food, department and furniture stores; auto sales or accessory organizations, bakery manufacturers, radio shops, banks, laundries, utility companies and jewelry firms.

WHDH Boston, May 2 added 55 minutes of time to its broadcast schedule seven days weekly. New features include news at 12:30 a.m. and 12:55 a.m., and "Music at Midnight."

VIDEO ADVERTISERS IN FEBRUARY—PART B

(Continued from page 14)

Advertiser	Product	Program Title	Station(s)	Program Type	Studio Local Remote or Film	Net	Day & Time	Agency
Stephen Seth	Bendix Appliances	.....	WMAR-TV	Ann.	..	..	.....	.....
Schaefer & Strhominger	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
Seven-Up Bottling Co.	7-Up	.....	KSD-TV	Ann.	F	L	.....	Oakleigh R. French
State Motors	.....	.....	WMAR-TV	Ann.	..	..	.....	.....
Alexander Smith & Sons Carpet Co.	Rugs	Magic Carpet	WABD	Educational	S,F	L	Every other Sun. 8:15-8:30 p.m.	Anderson, Davis & Platte
Stoumen Rug	Rugs	.....	WFIL-TV	Ann.	S	L	Mon., Thurs.	Ralph A. Hart
Scott & Grauer	Ballentine's Beer	Wrestling	WFIL-TV	Sports	R	L	Fri., 9-11 p.m.	J. Walter Thompson Co.
Irwin Schaffer	.....	Time Signals	WPTZ	Ann.	..	L	Sun. Evening	Direct
Shore Bros.	.....	Movie Shorts	WPTZ	Variety	F	L	Fri., 8:45-8:55 p.m.	Adrian Bauer
Shore Bros.	.....	Time Signals	WPTZ	Ann.	..	L	Thurs., Sun.	Adrian Bauer
Security Storage	.....	Time Signals	WPTZ	Ann.	..	L	Wed. Evening	M. L. Beresin
Taylor Electric	Radios	Those Keen Teens	WTMJ-TV	Variety	S	L	Sat., 3-3:30 p.m.	Gus Marx
Tupman Motors	Lincoln-Mercury	.....	KTLA	Ann.	..	..	.....	.....
Transmirra Products	Image Definer	Announcements	WMAL-TV	Ann.	F	L	Two a week	Smith, Bull & McCreery
Transmirra Products	Image Definer	News in Pictures	WBKB	News	S	L	Mon., 7:50-7-55 p.m.	Smith, Bull & McCreery
Transmirra Products	Image Definer	Announcements	KSD-TV	Ann.	F	L	.....	Smith, Bull & McCreery
Transmirra Products	Image Definer	Announcements	WABD	Ann.	S	L	Mon.-Fri.	Smith, Bull & McCreery
Transmirra Products	Image Definer	Announcements	WFIL-TV	Ann.	S	L	Two a week	Smith, Bull & McCreery
Tom's Auto Sales & Service	Cars	Capitol Citizen	WNBW	Discussion	S	L	Tue.	Henry J. Kaufman & Assoc.
Tom's Auto Sales & Service	Cars	.....	WMAL-TV	Ann.	F	L	Three a week	Henry J. Kaufman & Assoc.
Tom's Auto Sales & Service	Cars	.....	WTTG	Ann.	F	L	Thur.	Henry J. Kaufman & Assoc.
Terman Television Sales	TV Sets	Learn to Rhumba	WBKB	Education	S	L	Fri., 8:30-8:45 p.m.	Jones-Frankel
Television Co. of Maryland	TV Sets	.....	WMAR-TV	Ann.	F	L	.....	.....
Television Weekly*	Magazine	Small Fry	WABD	Children's	S,F	L	Fri., 6:15-6:45 p.m.	Bermingham, Castleman & Pierce
Television Weekly*	Magazine	Announcements	WABD	Ann.	S	L	.....	Bermingham, Castleman & Pierce
Transvision Inc.	Telekit	.....	WABD	Ann.	S	L	Fri. 8:44 p.m.	Direct
Television Magazine	Magazine	.....	WCBS-TV	Ann.	S	L	Feb. 1 (one-time)	Direct
Trilling & Montague	Norge Appliances	Basketball	WFIL-TV	Sports	R	L	Games of Warriers, pro team	Campbell-Ewald Co.
Thornton-Fuller	Dodge Cars	Hockey	WFIL-TV	Sports	R	L	Games of Rockets	A. E. Aldridge
Televue Lens	TV Lens	.....	WFIL-TV	Ann.	S	L	.....	Scheck Adv.
Television & Facsimile Service Co.	Repairs	Time Signals	WPTZ	Ann.	..	L	Fri. Eve.	Direct
Union Oil Co.	Gas, Oil	Santa Anita Races	KTLA	Sports	R	L	Sat., 3:45-4 p.m.	.....
U. S. Rubber Co.	Rubber Products	Sports Time	WNBT	Sports	F	NBC	Fri., 8-8:15 p.m.	Campbell-Ewald Co.
			WNBW, WRGB, WPTZ					
		Winter Olympics	WCBS-TV	Sports	F	L	Series 2/6-21	Campbell-Ewald Co.
		National Sportsmen's Show	WCBS-TV	Sports	R	L	2/14 & 2/21	Campbell-Ewald Co.
Union Electric Co.	Appliances	Telequizzicals	KSD-TV	Aud. Part.	S	L	.....	Gardner Adv.
I. B. Van Belle	Carpets	.....	WFIL-TV	Ann.	S	L	.....	Direct
Vick Chemical Co.	Va-Tra-Nol	Weather Forecast	WNBT	Ann.	F	L	Mon., Wed.	Morse International
Waico Sales Corp.	TV Magnifier	.....	KTLA	Ann.	S	L	.....	Scheck Adv. Agency
			WABD, WCBS-TV					
Washington Evening Star	Newspaper	.....	WMAL-TV	Ann.	F	L	Three a week	Kal, Ehrlich & Merrick
Ward Radio Co.	Philco Sets	.....	WNBW	Ann.	F	L	Fri., 11:15 p.m.	Kal, Ehrlich & Merrick
Wheeler Inc.	Chrysler Cars	.....	WNBW	Ann.	F	L	Sun., 10:15 p.m.	James S. Beattie
			WTTG	Ann.	S	L	Mon.	James S. Beattie
West End Motors	.....	.....	WMAR-TV	Ann.	F	L	.....	.....
Homer Warren	Real Estate	.....	WWJ-TV	Ann.	S	L	Thurs., 7:30 p.m.	Stockwell & Marcuse
Wadham's	Gas, Oil	Basketball	WTMJ-TV	Sports	R	L	Sat., 8:11-9:30 p.m.	Compton Adv. Inc.
Wilf Brothers	Rugs	Diamond Belt Boxing	WFIL-TV	Sports	R	L	Feb. 23, 9 p.m.-midnight (one-time)	Solis S. Cantor
	Appliances	Author Meets the Critics	WPTZ	Discussion	S	NBC*	Sun., 8-8:30 p.m.	Solis S. Cantor
Western Saving Fund	Savings	Time Signals	WPTZ	Ann.	..	L	Tue. Eve.	Geare-Marston Inc.
White Cloud Appliance Co.	Electric Appliances	.....	WABD	Ann.	F	L	Three a week	Disner & Dorskind
Winston Television	TV Sets	Golden Gloves Boxing	WABD	Sports	R	L	Feb. 9, 9:22-10:03 p.m. (one-time)	Direct
Joseph Zamoiski Co.	.....	.....	WMAR-TV	Ann.	F	L	.....	.....
Zlotnick the Furrier	Furs	.....	WTTG	Ann.	F	L	Two a week	M. Belmont Ver Standig

* Network program, local sponsor

XUM

WCKY REBUTS

FCC Said To Prefer Acting Blindly

WCKY Cincinnati, answering FCC's efforts to have the Court of Appeals' daytime-skywave rul.ng upset [BROADCASTING, April 19, May 3], argued last week that the Commission actually is objecting to "being informed before it acts."

The skywave ruling, handed down by the Court of Appeals for the District of Columbia, upheld WCKY's contention that as a 1-B station it was entitled to be heard on its claims of daytime-skywave interference before FCC acted on Patrick Joseph Stanton's application for a 10-kw daytime station at Philadelphia on WCKY's 1530-kc channel. FCC, which argued that its rules do not recognize the existence of daytime skywave, is seeking a re-hearing.

In its reply to the FCC, filed with the court last Monday by the Washington law firm of Spearman & Roberson, WCKY said:

What we cannot understand is why the Commission should even want the right to deny or dismiss such petitions [charging interference] without listening to argument first on any question directed at their legal sufficiency as to allegations, and secondly, to the facts that might be adduced at a full hearing with respect to the matter before the Commission for decision.

The decision of this Honorable Court simply holds that the Commission should listen to argument before dismissing or denying such a petition and that it should as a matter of law have the facts before it before acting if the petition . . . contains sufficient allegations of fact to show that petitioner is a party who would be aggrieved, or whose legal interests would be adversely affected if the Commission should decide the matter in question one way or the other.

We cannot understand why any agency exercising quasi-judicial functions should object to being informed before it acts, and yet when the position of the Commission is stripped of all surplusage and fairly analyzed, that is exactly what it contends for.

WCKY maintained that FCC's defense relies upon the Commission's failure to promulgate "a definite and specific theoretical yardstick with which to calculate or estimate skywave interference during daytime hours." This position, the station contended, "is untenable if not indeed ridiculous" since FCC Standards give actual measurements precedence over "any theoretical yardstick," and since WCKY's claims of interference were based on actual measurements.

Slap at Newspaper By Cisler Clarified

STEPHEN A. CISLER, vice president of WKYW Louisville, made plain last week that his criticism of the Louisville *Courier-Journal*, during Congressional hearings on the Johnson Bill [BROADCASTING, April 12, 19, 26], was directed at the paper's advertising policy with respect to stations, not its handling of station news.

His comments were contained in a letter to Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate and Foreign Commerce Committee, in reply to testimony in which Victor A. Sholis, director of the *Courier-Journal's* clear-channel WHAS, claimed Mr. Cisler was "unfair" in his criticisms.

Mr. Cisler said WKYW "was refused space to announce its inauguration as a fifth local station in March 1947 and has been refused space to advertise any of its local programs thereafter."

He claimed "it is hypocrisy to continue to blame discrimination against station advertising versus other types on newsprint shortage," and that "the plain fact is that the advertising manager of the papers is personally anxious to block all radio station copy in ad columns, and I believe this also takes in his own company's radio station as well as mine." He added:

With due appreciation for the fairness of the Courier-Journal editorial treatment. I still condemn their arbitary blocking of my being able to buy advertising space on the same terms as other accounts, and charge this is an evil of a monopoly that is one of the reasons the Johnson Bill [S-2231, to break down clear channels and keep the power limit at 50 kw] is being endorsed by increasing numbers of independent broadcasters. The same situation can extend to radio if the super-power stations win their claims as radio's elite.

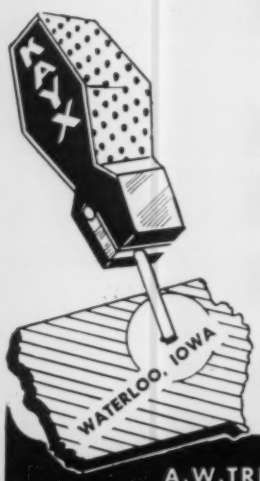
KAYX . . . of all stations heard in Waterloo, (in 10 months) . . . has the 2nd. largest Listening Audience . . . from 7:00 A.M.—12:00 Noon.
(Conlan Survey . . . March 1948)

KAYX . . . holds 20.5% of the total listening audience from 12:00 Noon to 6:00 P. M. P.S.—Only 8.2% lower than the leader!
(Conlan Survey . . . March 1948)

KAYX . . . gained 5.4% of the afternoon audience from Nov. 1947 to Mar. 1948!

KAYX . . . gained MORE than the TOTAL AUDIENCE of Waterloo's 3rd. Station!
(Conlan Survey . . . March 1948)

KAYX MAIL COUNT TOTAL FOR MARCH 1948 **11,620 Pcs.**



1000 watts **KAYX** 1090 k c

A.W.TRIGGS JR. MGR. AREA REP. TALLCORN NETWORK, GEORGE W.WEBBER

NEW YORK FM OUTLETS FORM REGIONAL CHAIN

ARTICLES of incorporation were filed May 4 with the Secretary of State of New York for the Colonial Network Inc.

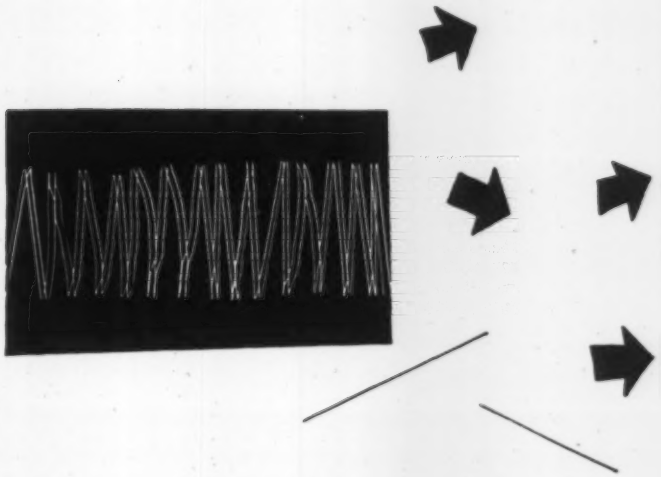
The network will be composed of a group of independent FM stations in Central and Western New York state and will employ off-the-air relay rather than telephone lines.

Gerald Mayer, Washington and Cortland, N. Y., attorney, and leading figure in the new organization, announced that the organization meeting will be held May 15 at the Hotel Syracuse, Syracuse, N. Y. Mr. Mayer is also president and general manager of WKRT-FM Cortland with auxiliary studios planned for Syracuse. Following the meeting the directors, officers and policy of the network will be announced. Offices of the network are expected to be established in Syracuse about June 1.

There was formerly a Colonial Network (AM) in New England which was operated in conjunction with the Yankee Network.

ANNOUNCING

WJZ FM



Now all five of ABC's owned-and-operated stations offer their listeners the advantages of FM

Beginning with the broadcast of the Boston "Pops" Concert last Tuesday night, May 4, the WJZ—FM signal was broadcast for the first time. Now *all* WJZ programs, sponsored and sustaining, network and local, are broadcast over both AM and FM. Thus, WJZ, ABC's key station in New York City, joins network-owned WENR (Chicago), KGO (San Francisco), KECA (Los Angeles) and WXYZ (Detroit) in giving this extra service. Listeners in these areas can now choose between the two signals in order to get the clearest possible reception. Sixty-seven of the network's affiliates have already added FM—and 116 others are planning to do so as soon as possible.

ABC American Broadcasting Company

A NETWORK OF 261 RADIO STATIONS SERVING AMERICA

XUM

Exclusive

in all the wor

The stations we represent enjoy the full benefits of good representation —good business.

One standa
— no cut ra

- No favored group small
- No sidelines; no peting media to di

PAUL H. RAYMER COMPANY *Inc.*, RADIO

WHKK	Akron	MBS	WTCB	Flint
KERN	Bakersfield	CBS	WKJG	Fort Wayne
WCAO	Baltimore	CBS	KMJ	Fresno
WGUY	Bangor	ABC	WOOD	Grand Rapid
WBRC	Birmingham	NBC	WDRC	Hartford
WDOD	Chattanooga	CBS	KLEE	Houston
WHK	Cleveland	MBS	WLAW	Lawrence
WHKC	Columbus	MBS	KMPC	Los Angeles
KIOA	Des Moines	IND	WLAC	Nashville
WDNC	Durham	CBS	WQXR	New York
KXO	El Centro	MBS	WLOF	Orlando, Fla.
KEPO	El Paso	ABC	KTAR	Phoenix
KFGO	Fargo, N. D.	ABC	WGAN	Portland, Me.

XUM

word implies

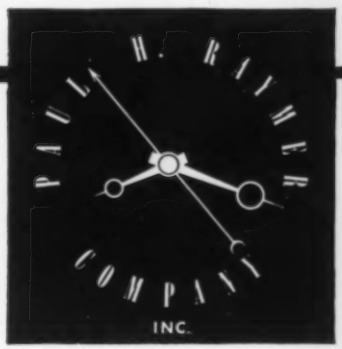
andard, uniform fifteen percent station agreement
ut rates, special deals or so-called sliding scales

ed groups; no favored stations, large or

nes; no newspapers, magazines or com-
edia to divide or divert sales effort

- No outside ownership, direction or control
- Complete national sales coverage through seven fully equipped, fully owned offices
- Our policy is to do one job superlatively well

ADIO ADVERTISING NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO



int		NBC
rt Wayne		MBS
esno		NBC
and Rapids		NBC
rtford		CBS
uston		IND
wrence		ABC
s Angeles		IND
shville		CBS
w York		IND
lando, Fla.		MBS
oenix		NBC
rtland, Me.		CBS
WPRO	Providence	CBS
KOH	Reno	NBC
KFBK	Sacramento	ABC
WAPA	San Juan	MBS
KFSD	San Diego	NBC
KTMS	Santa Barbara	ABC
KCOY	Santa Maria	ABC
KWK	St. Louis	MBS
WSBT	South Bend	CBS
KWG	Stockton	ABC
WNDR	Syracuse	MBS
WTOL	Toledo	ABC
KVOA	Tucson	NBC
KWFT	Wichita Falls	CBS
WTAG	Worcester	CBS
WKBN	Youngstown	CBS

The McClatchy Beeline
Arizona Broadcasting System

XUM

Editorial

TV Arithmetic

IN THIS giddy era of television's comeuppance, we're all prone to lose our sense of values and proportions. People take off on fanciful flights about all sound broadcasting going to pot, with FM by-passed before it gets off the ground. Television, which lurked around that corner for two decades, suddenly becomes *Mr. Radio* to the exclusion of everything else—in the minds of our contemporary Jules Vernes.

Certainly TV is setting the radio world on fire. Certainly it is destined to become a primary service and unquestionably will be the most effective advertising and selling medium extant. Certainly it is the heritage of the sound broadcaster.

But we overlook the period of gestation. Let's slow down and indulge in a little simple arithmetic, with feet solidly on the ground, the allocations tables before us, and a look at the production lines.

There are 1,650 standard stations on the air. There are 500 FM stations in operation. There are 23 TV stations in operation.

And there are 66 million *sound* radio receivers in use in 37 million homes and in 9 million automobiles.

How long will it be before those same 37 million homes, or any significant percentage of them, are TV-equipped?

The simple arithmetic dispels the fog.

Today there are upwards of 300,000 TV receivers in use. The most optimistic estimates place the aggregate at 800,000 tele sets by the end of 1948. There will be possibly 50 TV stations on the air by the year's end in about half that number of markets.

Let's assume that the set manufacturers outdo themselves and produce 2 million sets in 1949 and step it up to 3 million in 1950. If that pace were maintained (and that presupposes no war production diversions which would reduce civilian electronics output) we would have by 1955 an aggregate of about 17 million TV receivers in the nation's homes.

A far cry from the 66 million sound receivers in use today?

And from the stepped-up production and sales of FM receivers, which are bound to accelerate as FM programming progresses and service improves?

So don't sell sound broadcasting short. It is here for many a year. It is still the most potent medium extant, with the mass circulation and the public's confidence. It is the breadwinner because it provides the least expensive way of reaching the nation's fireside as the invited guest.

TV is in the Rolls Royce era. Ask the man who owns one. Its development really follows the established radio pattern. It is a dynamic, glamorous medium. It is off to a fabulous start in the major markets—present allocations cover only 140 of them. It will permeate the lesser markets as new vistas in the upper bands are opened. Simultaneously, a sounder economic and programming base will be developed.

TV will serve increasing thousands and millions of urban dwellers in the months ahead. Sound broadcasting will serve millions and millions of urban and suburban and rural dwellers for years and years ahead.

That is so because you can't dramatize or exaggerate simple arithmetic.

Census-Shocked

OFFICIAL WORD, published in last week's issue, that the Census Bureau does not plan to include a set ownership question in the 1950 count must have struck radio a resounding blow. Evidently it had been taken for granted that Uncle Sam would do in 1950 what had been done in 1940 and in 1930.

The fault, of course, lies with radio and its gremlin, inertia. The Census Bureau says simply there isn't any demand for the figures. It blithely comments that since set ownership is so near saturation, a nose count won't show anything significant.

What about multiple sets? FM and television? What about radio as an index to buying power? And what about knowing where sets are located in a national emergency, when radio is used as the swiftest and most direct means of alerting the nation? Is it more important to count bathtubs and refrigerators?

Twenty years ago and 10 years ago, the Bureau yielded to widespread demand for a radio question in the decennial census. The Bureau's officials, as well as the advisory committee on which they depend for guidance, conceded it was important to know the extent to which radio had penetrated the American scene.

The importance of those past censuses is strikingly evident. Every current statistic having to do with radio selling is drawn from the 1940 census. It is radio's basic selling tool —the master standard of all radio measurements. Without it BMB, Hooper, Nielsen, Conlan, and all other yardsticks would be meaningless. Without another census the more or less exact science of audience measurement will become distorted by pyramiding of projections from an antiquated base.

In short, it will make it easier for competitive media to sell against radio.

Executives of the calibre of Gordon Hughes, General Mills marketing research head, and Dr. Vergil Reed, of J. Walter Thompson Co., are members of the main Census Bureau advisory committee. They were opposed to a 1950 radio question because they didn't see the need. And that's because radio hasn't told the story of the need.

The advertising art today is a $3 billion budgetary matter. Radio is an increasingly important factor in that structure. It is destined to become the most important single medium, with television as its running-mate.

What's to be done? The answer is just as simple as the Census Bureau's explanation.

So far the Bureau has received "a few" letters from networks and others. That's all.

From now until the final forms and census budgets are approved, broadcasters, advertisers, agencies, schools and allied radio enterprises, should hammer away with the sound logic inherent in the need for an all-encompassing set census. Don't let George do it. Let Congress know the need too, so that the Bureau can procure the necessary funds for the census.

Already the warning in our last issue has been heeded. BMB's technical committee resolved last week in favor of a question on radio and television set ownership. The NAB Convention in Los Angeles next week certainly will be derelict if it doesn't respond with unequivocal action, backed up by an integrated follow-through plan. Let the AAAA and ANA and AFA resolve too.

That's the only way the job can be done.

Our Respects To—

WILLIAM EDWARD JONES

LOOKING OVER the executive roster at Henri, Hurst & McDonald agency, Chicago, you see names like Krautter, Semones, Zeh, Nounnan, Pumpian and Tulp. When "Bill Jones, Radio Director" pops into view, it looks like a mistake.

William Edward Jones joined the agency five years ago with wide experience in radio. He had been on speaking terms with the microphone and had wrestled with program and production problems for 14 years.

Mr. Jones made his first splash in metropolitan radio in 1934 when he became director of production at WLS Chicago. Alka-Seltzer's *National Barn Dance*, then only three months old, came under his direction, and A-S thought so much of the Jones talents that they lured him away from WLS less than two years after he had joined the station. But he didn't leave the *National Barn Dance* cold. Moving over to Wade Advertising, the Alka-Seltzer agency, he concentrated on the one-hour A-S segment of the *Barn Dance* show.

During five of his seven years with Wade, Mr. Jones handled the Morris B. Sachs *Amateur Hour* (WENR) in addition to *National Barn Dance*. Few agency men have produced two full-hour shows weekly for any length of time, and to shoulder such a burden for five years is even more uncommon. But Mr. Jones was able to stand the gaff because of his youth and rugged physique.

Born 38 years ago in Miami, Mo., HH&M's radio director is the son of a country preacher. The Rev. George E. Jones, whose grandfather was a circuit-rider, ministers to four small-town congregations.

While attending high school in Hannibal, Mo., young Mr. Jones made a crystal set, but by the time he had enrolled at Culver-Stockton College (Canton, Mo.), his interest in the engineering side of radio had given way to performing. After going on the air at WTAD Quincy, Ill., with a group of college musicians in 1928, he "resolved to become a radio artist." A year later, he left college to join the St. Louis Municipal Opera Co., as a basso. On the side, he campaigned for a job at KMOX St. Louis.

In 1929 at the age of 20 he "broke down the KMOX resistance," getting on the payroll as an announcer and later as a producer of cut-down versions of famous operettas—"mostly by Gilbert and Sullivan." He also helped produce the station's *Farm Service Hour*.

Two years later he heard that WTAX Springfield, Ill., was looking for an announcer-

(*Continued on page 48*)

More Drug Sales THAN ST. LOUIS

By Ewing Galloway, N. Y

Yes, the people in WOAI's huge daytime primary area spend $32,490,000* annually in drug sales alone . . . a greater amount than is spent in the big midwestern metropolis of St. Louis, Missouri.

As the saying goes, "There is more where that came from!" Texas leads the nation in the production of many things—and WOAI's primary area is a huge Texas producer.

Texas leads the nation in cotton production, for instance . . . and WOAI's primary area leads Texas with 971,233 square bales harvested according to the 1945 census of the Department of Agriculture. Yet the income from cotton is only a part of the total effective buying power of this territory . . . $1,088,542,000.*

See your Petry man today for the details on WOAI's sales punch in this rich market.

*Sales Management 1947 Survey of Buying Power

25 Years of Service
WOAI
San Antonio
NBC ★ 50,000 WATTS ★ CLEAR CHANNEL ★ TQN

By any check you use—it's **WOAI**

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Respects

(Continued from page 46)

producer. He applied for the job and was hired. Six months later a programming-production job lured him to KFRU Columbia, Mo., home of the U. of Missouri. He married attractive Lilian Lawless, the station's business manager, in January 1934, and together the couple plotted ways and means of crashing Chicago. Mrs. Jones had been enthusiastic about radio since deserting school teaching in 1931 to become a radio researcher for Procter & Gamble. This led to the KFRU job.

Mr. Jones' success at both WLS and the Wade agency convinced him that he had something to sell on his own, so in August 1942 he started packaging shows. He opened offices on Chicago's Michigan Blvd. Fifteen months later, however, he was ready to pick up the agency thread where he had dropped it at Wade Advertising.

Henri, Hurst & McDonald's offer of the radio director's post, plus a chance to be account executive for Ballard & Ballard, large Kentucky milling concern, seemed the best bet. Among radio programs supervised by Mr. Jones since joining HH&M are *Nick Carter* (Mutual), which once won an 11.2 Hooper; *Lassie* (ABC), *Shopping With the Missus* (WBBM Chicago), Alex Dreier (NBC), and *Renfro Valley Folks* (CBS). On Memorial Day he will handle the Indianapolis Speedway Races for *Perfect Circle* (Mutual) for the third successive year.

As a joiner Mr. Jones rates an absolute zero. When not working, he's at his home 55 miles northwest of Chicago on the Fox River. He plays "a bit of piano," toys with a home recording set, or occasionally drops a dry fly from his outboard-motor boat.

"In short, I love my work," he says.

10 AND 20 YEAR CLUBS OF NBC ADD MEMBERS

NBC's 20 and 10 Year Clubs installed 36 and 21 new members, respectively, at the annual veterans' dinner May 3 in the Waldorf-Astoria, New York. Network President Niles Trammell and Executive Vice President Frank E. Mullen welcomed the new members.

Twenty Year Club members installed were: Charles L. Bennis, Claude Clayton, Theodore Clements, Reid Davis, Theodore Hahn, Gerald Hastings, Loyal L. Lane, Lester Looney, Waldo MacQueen, George Nixon, Edward Prince, John Rodenbach, Fernando Rojas, Evangelo Sangas, Gerald Sellar, DeWitt C. Shultis, Andrew Thomson, Stephen Varley, Arthur Walsh, Ferdinand Wankel, William McMillin, Stanley Peck and Richard Pickard, all engineering.

Also Madge Boyton, program; John deMaio, controllers; Mary Louise Hanley, press; Edward Hitz, network sales; Beulah Jarvis, Helen Kellie and Margaret O'Connor, television; Lewis Lane, script; Robert P. Myers, legal; Walter E. Myers, network sales; Thomas Tart and Frances Mellan, general service, and Rudolph Teichner, treasurers.

New 10 Year Club members: Thomas Knode, director of press; George Anderson, William Carson, Harold Flood, Harold Pietsch, Frank Somers, Roland Paradis and Joseph Petit, all engineering; Thomas Bennett, Agnew Horine, Robert Sosman, Walter Toscanini and Elizabeth Gilbert, program; C. Donald Bogert, personnel; Robert Burholt, controllers; William Buschgen, national spot sales; Albert Rhodes, research; Adolph Schneider, news; Walter Scott, network sales, and John Robert Myers, executive.

Dr. James Rowland Angell, public service counselor, was toastmaster, and Robert Magidoff, NBC's former Moscow correspondent, was guest speaker.

FAMILY LIVING AWARDS ARE WON BY NBC, ABC

AWARDS to four NBC shows and one ABC program for broadcasts "most conducive to good family living" were made last week by the International Council of Religious Education, acting as representative of the nation's Protestant churches.

Given as "1948 National Family Week Radio Citations," the awards went to NBC's *Fibber McGee & Molly*, *One Man's Family*, *The Aldrich Family* and *Pepper Young's Family* and to ABC's *Greatest Story Ever Told*.

Programs were selected by Protestant laymen throughout the U. S. and Canada. Joining in the citation were the Federal Council of Churches and the United Council of Church Women, as well as the International Council.

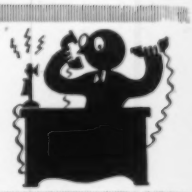
See them at the NAB Convention!

639 Type and 633A Microphones

Western Electric 639 Type Cardioids and 633A Salt-Shakers are broadcasting's favorite microphones. Adaptable to a wide variety of pick-up problems. On display at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric
— QUALITY COUNTS —

Management



ROLLO H. BERGESON, Iowa Secretary of State, has been appointed vice president of Capital City Broadcasting Co., in charge of operations of KCBC Des Moines. He will join station when his term ends next January. ALLAN CURNUTT will continue as KCBC general manager. Mr. Bergeson served as deputy Secretary of State under the late Earl G. Miller before going into Navy during the war.

Mr. Bergeson

ALLAN DALE formerly with KFH Wichita, Kan., has been appointed general manager of KURV and KURV-FM Endinburg, Tex., replacing LOUIS AIKEN, resigned [BROADCASTING, May 3]. Mr. Dale previously was with MBS in New York and St. Louis.

HARRY WITT, assistant general manager of CBS Western division, is in New York for several weeks conferences.

GRAEME ZIMMER, promotion director of WCSI(FM) Columbus, Ind., has been named station manager, replacing PAUL E. WAGNER, resigned. Mr. Zimmer previously was with WPAY Portsmouth, Ohio, and did freelance announcing in New York. During the war he served with OWI as program director of its Manila station.

Mr. Zimmer

CLYDE D. LAKE, program director of WOBT Rhinelander, Wis., has been named general manager, succeeding RALPH D KANNA. Mr. Lake formerly was with Chicago office of Foote, Cone & Belding.

WILLIAM H. KRIER has been elected vice president and controller of WVET Rochester, N. Y.

BENEDICT GIMBEL Jr., president of WIP Philadelphia, has joined Olympic Committee of Middle Atlantic Amateur Union, working directly with National Amateur Union for Olympics to be held this year in London.

W. VICTOR GEORGE, veteran of some 25 years in Canadian radio, has been appointed broadcasting manager of Canadian Marconi Co., effective May 15. He will be responsible for all boadcasting services of the company, with headquarters at CFCF Montreal. Mr. George joined Marconi as manager of CFCF, position he has held for four years. He later created Whitehall Broadcasting Ltd. which he has directed for 13 years.

Mr. George

FRED HENRY, assistant general manager and program director of KLAC Hollywood, was awarded special U. S. Marine Corps Award of Merit from Brig. Gen. William Clement for fostering and promoting interest in Marines.

NEW PUBLIC service series of four roundtable discussions on air power has been produced by National Air Council for nation-wide distribution. Stations interested in broadcasting the series are to contact the council, Empire State Bldg., New York.

Goggin Named TV Chief Of ABC In Los Angeles

RICHARD GOGGIN, ABC New York television production staff, will become network's Los Angeles director of video programs in July, according to an announcement last week by Don Searle, Western Division vice president.

As such, Mr. Searle explained that the new video head will report to J. Donald Wilson, Western head of all programming for the network. This appointment followed three weeks of conferences in New York by Mr. Searle, relative to television. In addition to duties in Los Angeles, Mr. Goggin will also assist Mr. Wilson with programming of KGO-TV San Francisco.

Philip J. Konkle

PHILIP J. KONKLE, 46, ABC facilities engineer since February, died of a heart attack in New York City May 1. He was stricken after returning from Lodi, N. J., where he had been working on a transmitter installation. Mr. Konkle had been in engineering since 1925.

THE NATION'S SECOND HIGHEST PRODUCER OF MACHINE TOOLS

ROCKFORD * ILLINOIS

WROK → Leads In Listening (MORNING AFTERNOON EVENING)
→ Affiliated With ABC
→ Represented By Headley-Reed

*1947 Retail Sales in Winnebago County Totalled 149-Million

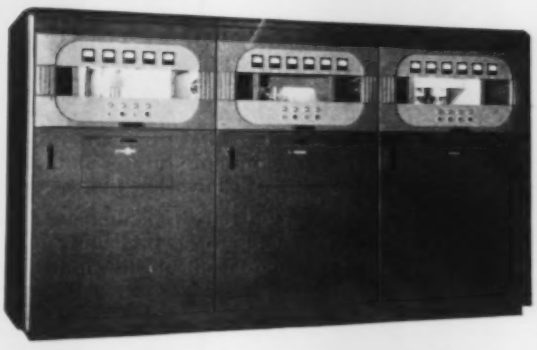
Californians
WHO LIKE COLLINS BEST

Here's a chart to show you some of the California broadcasting stations which have recently chosen Collins transmitters as best—and the Collins types they have bought. Visit our booth at the NAB convention next week. See examples of Collins quality first hand, in transmitters, speech equipment, and station accessories.

KCOK, KDAC, KHUM, KSPA, and KVEN have bought sparkling new Collins 300G 250 watt AM transmitters, which provide high performance and complete reliability at low operating and maintenance cost.

KCRW and KMRA chose the Collins 731A, a beautifully designed 250 watt FM transmitter using the Phasitron modulator circuit. They could increase power to 50 kw by adding available Collins integrated amplifiers.

To KROP, KSGN, KTED, and KVEN, modern, thoroughly engineered Collins 20T one kilowatt AM transmitters featuring outstanding fidelity, vertical chassis construction, complete accessibility, high safety factors, and the utmost of economy in operation and maintenance. To KPRO, a one kilowatt Collins 20K, and to KAGH, a one Kilowatt 20H.



KKLA's selection was a Collins 734A. This fine 10 kilowatt FM transmitter, employing the Phasitron modulator circuit, uses only 10 different tube types in its total of 33 tubes, and is acclaimed by a significantly high percentage of fans as "putting out the best FM signal in the Los Angeles listening area."

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *with thoriated filament, used in 50-kw AM transmitters*

RCA-8D21, *used in 5-kw television transmitters*

RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting . . . tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section EP36-1, Harrison, N.J.

The world's most modern tube plant...

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Text of Code

(Continued from page 36)

prohibiting defamation and sedition.

If a person has suffered an unfair attack by a commentator, analyst or other speaker, a reasonable time for reply should be made available to him.

RELIGIOUS PROGRAMS

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice.

Religious programs should be presented by responsible individuals and groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

CHILDREN'S PROGRAMS

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air.

Since contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box tops or wrappers may present a definite element of danger to the children, they should not be accepted.

CRIME AND MYSTERY PROGRAMS

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnapping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

GENERAL

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive devices in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation to all the American people of the finest programs of entertainment, information and culture.

Discretion should be exercised to determine that advertising copy offered for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain

(Continued on page 68)

John McNeil Quits Post With DuMont Television

JOHN McNEIL has announced his resignation, effective April 30, as manager of commercial operations for DuMont Television, a position he held since joining the video network a year ago.

Although his new position has not been revealed, it is understood he will enter the advertising agency field after a short vacation.

Mr. McNeil, a graduate of the U. of Wisconsin, was with *Liberty Magazine* and NBC. He later was station manager of WJZ New York. Mr. McNeil left WJZ in May 1947 to join DuMont.

KIOA is on the Air

940 ON YOUR DIAL

10,000 Watts Daytime
5,000 Watts Nighttime

JOHN BOLER, President of KIOA, is widely known as a pioneer in the development of broadcasting. He brings a wealth of experience and broad knowledge of all phases of radio to KIOA.

SPORTS Iowans are sports-loving people . . . and now they will get all the events . . . uninterrupted and complete . . . as described by one of the mid-west's best known sportscasters — Don O'Brien, Director of Sports.

MUSIC An 11,000 record and transcription library, under the direction of Joe Martin means tops in musical entertainment. Joe has been saluted nationally as a leading disc jockey.

NEWS Veteran newsmen head up the all-important news room and insure down-to-the-minute coverage on local, national and international news. A special two-man team will make KIOA's news program outstanding in Iowa.

PUBLIC SERVICE Since KIOA is an independent station, the scope of its programming is unlimited. KIOA's entire staff is geared to serve Iowa interests . . . both urban and rural.

KIOA's TALENT *(Top to Bottom)* . . .

DON O'BRIEN, Director of Sports
JOE MARTIN, Master Disc Jockey
LEE HARRIS, Color Man, Sports
TRUDY MURROW, Women's Programs
WENDELL ODLAND, Market Reports
ROY HOWARD, News Commentator
BILL WALLACE, Musical Director

Ask any Paul H. Raymer representative how to reach Des Moines' large natural trade area or write to

KIOA

IOWA'S LARGEST INDEPENDENT CLEAR CHANNEL STATION
INDEPENDENT BROADCASTING COMPANY
ONTHANK BUILDING 10TH AND MULBERRY STS. DES MOINES 9, IOWA

XUM

New Mutual-Don Lee Studios

MASTER CONTROL CENTER, one of the largest and most complete ever designed, features pre-set switching, which allows operator to re-align circuits in advance. "Delay Master" automatically does switching at proper time.

MUTUAL-DON LEE'S brand new 3 million dollar Hollywood studios serve as the heart of the network's West Coast AM-FM-TV activities. The block-square building is as modern as tomorrow, and its audio facilities are unexcelled anywhere in completeness and flexibility.

The impressive Master Control—custom-built by Western Electric—is one of the world's largest and most complete control centers. It contains equipment for simultaneous multiple dispatching to 10 outgoing networks and 4 recording channels of programs originating in the 12 studios, 3 announce booths, 96 remote pick-up lines and 7 incoming networks. Many extra circuits are provided to handle special requirements and a complete monitor system makes all programs available to managerial, sales, and public rooms. Through the use of pre-set program control with automatic switching, only one master operator is required.

Besides the Master Control equipment, Western Electric supplied for the studios 14 custom audio desks of the three types shown on the opposite page.

The "king size" of this installation is indicated by the number of components in Master Control and the 14 desks: 212 amplifiers, 67 rectifiers, 996 relays and 6,999 jacks, joined by 145,500 feet of wire with 108,074 soldered connections.

Western Electric and Bell Laboratories engineers are experts in the design and construction of custom-built audio and switching systems for stations of every size—as simple or complex as you require. For details see your Graybar Broadcast Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

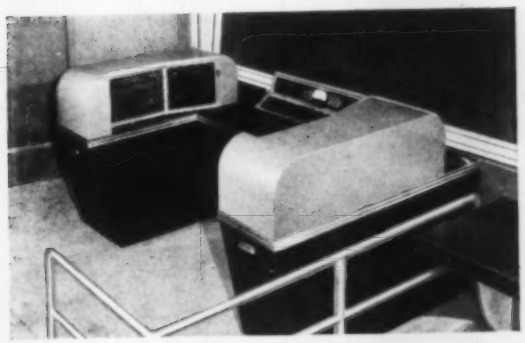
—QUALITY COUNTS—

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

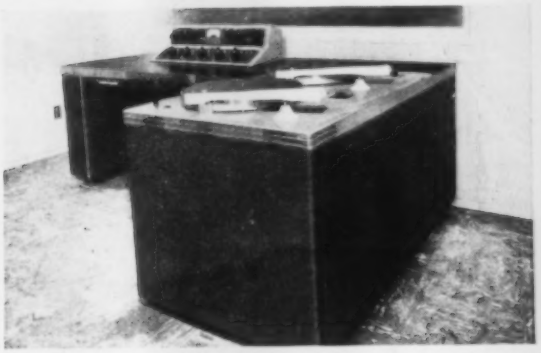
DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEW FOUNDLAND —Northern Electric Company, Ltd.

Western

Custom Equipped by Western Electric



STUDIO CONTROL CONSOLES–Eight of these serve the auditoriums and drama studios in the new Mutual-Don Lee headquarters. Each console provides for six microphone inputs, a reverberation circuit, two transcription inputs and a remote input channel.



STUDIO-TYPE TRANSCRIPTION CONSOLES Three of these are used in the smaller studios for handling commentary and round-table discussion programs, disc jockey shows, and the playback of delayed broadcasts with facility for cut-in announcements.

ANNOUNCE-TYPE TRANSCRIPTION CONSOLES —Three of these provide facilities in the KHJ network and FM announce booths for fading into and out of programs, giving identification and spot announcements and playing transcribed commercials and recorded fills.

Mutual-Don Lee's new $3,000,000 block-square Hollywood home.

A visit to these modern studios at 6:30 PM, Friday, May 21, is a planned part of the program for the N.A.B. Broadcast Engineers Conference. Mutual-Don Lee and Western Electric cordially invite all N.A.B. members to attend.

Electric

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, March 31 289
Number of network commercials starting during April 10
Number of network commercials ending during April 7
Number of commercials on the four nationwide networks, April 30 292

April Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Barbasol Co.	Billy Rose	MBS	Tues. & Thurs. 8:55-9 p.m.	Erwin, Wasey
Borden Co.	Your Song & Mine	CBS	Wed. 9-9:30 p.m.	Kenyon & Eckhardt
First Church of Christ Scientist	First Church of Christ Scientist	MBS	Sat. 4:45-5 p.m.	H. B. Humphrey
International Harvester	Harvest of Stars	CBS	Wed. 9:30-10 p.m.	McCann-Erickson
Kelvinator	Human Side of the News	ABC	Mon.-Fri. 7-7:05 p.m.	Geyer, Newell & Ganger
Philip Morris Co.	Everybody Wins	CBS	Fri. 10-10:30 p.m.	Biow Co.
Pillsbury Mills	Bob Trout (News)	NBC	Sun. 4:30-4:35 p.m.	Leo Burnett
Tucker Corp.	Speak Up America	ABC	Sun. 4-4:15 p.m.	Roy S. Durstine
United Electrical, Radio & Machine Workers	Arthur Gaeth	ABC	Mon. 10-10:15 p.m.	Weinstein & Co.
White King Soap Co.	Elmer Peterson	NBC	Sat. 5:45-6 p.m.	Raymond R. Morgan, Hollywood

April Deletions

Borden Co.	Borden Show	CBS	Wed. 9-9:30 p.m.	Kenyon & Eckhardt
Coca-Cola Co.	Morton Downey	MBS	Tues.-Thurs.-Sat. 11:15-11:30 p.m.	D'Arcy
Elgin American	Groucho Marx	ABC	Wed. 9:30-10 p.m.	Weiss & Geller
Philco Corp.	Burl Ives	MBS	Fri. 8-8:15 p.m.	Hutchins
Philip Morris	Call For Music	CBS	Fri. 10-10:30 p.m.	Biow Co.
United Electrical, Radio and Machine Workers	Arthur Gaeth	MBS	Wed. 7:30-7:45 p.m.	Moss & Arnold
Wild Root Co.	King Cole Trio Time	NBC	Sat. 5:45-6 p.m.	BBDO

KSDJ SALE

FCC Grants Its Consent; Other Transactions

CONSENT has been granted by FCC to sale of KSDJ San Diego, Calif., for $283,890 by Clinton D. McKinnon to McKinnon Publications Inc., of which he is one-third owner.

Mr. McKinnon last fall sold 51% of the publishing firm for $500,000 to Charleston Broadcasting Co., licensee of WCHS Charleston, W. Va., and headed by John A. Kennedy [BROADCASTING, Oct. 13, 1947]. Employes of McKinnon Publications, which publishes the *San Diego Journal*, hold 12.6% interest. KSDJ is a CBS affiliate, assigned 500 w on 1170 kc. Comr. Rosel H. Hyde voted for hearing in the transfer.

KBGS St. Louis (690 kc, 1 kw day) was granted assignment of permit from partnership of James H. Grove and Edwin W. Grove 3d (47.5% each) and Willaim Blum Jr. (5%) to a new corporation including the same individuals plus Frank Pellegrin, 50% owner of WATO Oak Ridge, Tenn.; Edward Haverstick Jr. and Franklin Salisbury. Sellers were reimbursed for expenses to date totaling $8,363.97. Ownership now is: E. W. Grove 27%, J. H. Grove 30%, Mr. Blum 3%, Mr. Pellegrin 30% and Messrs. Haverstick and Salisbury 5% each.

KTOP Topeka, Kan. (1490 kc, 250 w), was granted assignment of license from Collinson & Wingate, partnership, to T. Hall Collinson as individual. Norville G. Wingate received $34,027.75 for his half-interest.

Call of Houston Inc., permittee of KCOH (1 kw day, 1430 kc) and KCOH-FM Houston, Tex., was granted relinquishment of control by William A. Smith, sole owner, to Mr. Smith and E. C. Hughes and E. F. Hoffman as equal owners. Mr. Smith receives $16,539 consideration. Mr. Hughes is general manager and 25% owner of KEYS Corpus Christi and is to manage KCOH. Mr. Hoffman is a local auto dealer.

The Commission also approved assignment of license of KBRO Bremerton, Wash. (1490 kc, 250 w) from Bruce Bartley and F. L. Pruitt (deceased) to Mr. Bartley, 95% owner. Mrs. Ethel R. Pruitt, executrix, transfers the 5% holding for release of the estate to a $30,000 obligation jointly held by her late husband and Mr. Bartley.

Walker to Stockholm

FCC COMR. Paul A. Walker is slated to leave about May 24 for Stockholm, where he will head the U. S. observers at the Consultative Committee on International Telephone which convenes there from June 7 to 22. He is expected to return about July 7.

Sun Ray Drug Co., WPEN Owner Shows Sales Up

SUN RAY DRUG Co., owner of WPEN and WPEN-FM Philadelphia, announced that sales for the current fiscal year, which started Feb. 1, are up over last year. The report was made by Harry S. Sylk, president, following a meeting of stockholders in Philadelphia. During the last fiscal year sales set a new high record of $22,025,164.

WPEN and WPEN-FM, purchased by the company last year from the *Philadelphia Evening Bulletin*, are making progress in advertising volume and earnings, Mr. Sylk said.

RCA VICTOR has announced a $10 reduction in its 1948 version of its lightweight aluminum Globe Trotter portable radio. The three-way performer, AC-DC-battery, is expected to retail for $49.95.

WBEN-TV COMMERCIAL SHOWS START FRIDAY

WBEN-TV Buffalo, which has been test telecasting for three months, will start commercial programming Friday, May 14, with a dedicatory program and a wrestling and variety show originating in Buffalo's Memorial Auditorium.

Station officials participating in the program will include Edward H. Butler, president, and Alfred H. Kirchhofer, vice president. Mayor Bernard J. Dowd of Buffalo and other city, state and federal officials also will participate.

Final experimental telecast will be a presentation Thursday, May 13, of the consecration of Dr. Lauriston L. Scaife as bishop of the Episcopal diocese of Western New York at St. Paul's Cathedral, Buffalo.

With studio cameras yet to be assembled, WBEN-TV is going on the air with two field cameras and its film and slide camera. It plans a program schedule of a few hours a day, Wednesday through Sunday, but program service will be expanded as soon as additional equipment is available, station officials have announced. The station is on Channel 4 (66-72 mc) with an effective radiated power of 20.1 kw visual and 12 kw aural.

* * *

Dress rehearsal shows WBEN-TV ready to go on its formal dedication. Announcer Fred Keller (with bow tie) and Producer Roy Black (center foreground) stage an experimental telecast featuring exhibits from Telephone Pioneers' Hobby Show.

Again..

The Housewives' Protective League is broadcast—live and locally—by these great stations in these great markets:

Chicago: 50,000-watt WBBM
Los Angeles: 50,000-watt KNX
Minneapolis-St. Paul: 50,000-watt WCCO
New York: 50,000-watt WCBS
San Francisco: 5,000-watt KQW
St. Louis: 50,000-watt KMOX
Washington, D.C.: 50,000-watt WTOP

* Next month—add the Pacific Northwest and Columbia's great 50,000-watt affiliate—KIRO, Seattle. Still more great stations in more great markets will be added later in the year.

For more information, get in touch with any of the stations carrying the programs, their national spot representatives, or . . .

THE HOUSEWIVES' PROTECTIVE LEAGUE

A Division of CBS—Columbia Square, Los Angeles

XUM

an advertiser discovers

THE HOUSEWIVES' PROTECTIVE LEAGUE

delivers more sales at less cost than any other participation program in all radio!

HUBER HOGE AND SONS New York City

ADVERTISING
MERCHANDISING
PUBLICITY **

699 MADISON AVE. — REGENT 7-3500

February 17, 1948

Mr. Fletcher Wiley
Housewives' Protective League Productions
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Fletcher:

I think I owe you a report of just what we have been doing on your various Housewives' Protective League shows.

Currently we are using every single one of your shows for various of our clients. In the mail-order business where every time purchase must show exactly how many dollars it has brought back, any schedule is a combination of some profitable and some unprofitable stations, times and programs. No client of ours would ever expect to have any more than a fairly good proportion of the total number of stations, programs, and times used pay off profitably.

Therefore, it is a remarkable fact that every single Housewives' Protective League program in the country is paying off. We have never before found a selling formula so precise that it could be counted on to work like a charm regardless of the area. This is even more impressive when we consider that we went on in San Francisco the second week your Housewives' Protective League went on the air; that we went on in Washington the second week and in Minneapolis the fourth week the Housewives' Protective League was on the air!

Paul Gibson has always been an old reliable for us and has always turned in a good job for us in Chicago. John Trent in Minneapolis which has always been a difficult place for us, secured orders for us in the first week at an advertising cost of 1/3 that of any other station in the U.S.. When we bought Galen Drake we were a little concerned over the fact that for the first time a Housewives' Protective League show was going on at 11:30 to 12:30 at night, a time in which no other organization had ever dreamed of setting up a participation program before. Galen, as usual, did a terrific job! Lee Adams of St. Louis also turned in a fine job.

Not only have you people always got us a low cost per order, but also a higher calibre of order. Our big problem now is when are you going to start some more Housewives' Protective League shows for us! *

Very truly yours,

HUBER HOGE AND SONS

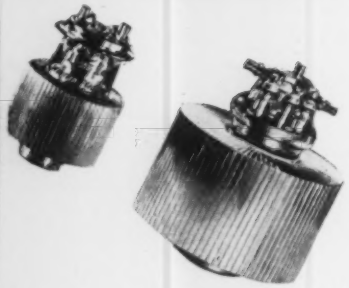
Cecil C. Hoge

CCH:LD

Cecil C. Hoge

XUM

See them at the NAB Convention!



Electron Tubes

High power and medium power amplifiers, rectifiers, general purpose tubes and miniatures are all included in the Western Electric line, designed by Bell Telephone Laboratories. See them at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric
— QUALITY COUNTS —

IER

(Continued from page 30)

should go to Hollywood and obtain the services of a highly skilled film editor, or cutter, who for years has been doing little else but selecting the shots and the angles best suited to the screen," he said.

At the official opening of the institute Friday night, WNEW New York's Vice President Ted Cott, and a panel of producers, sought to get a rise out of the educator-delegates, but to no avail.

"This conference should be American broadcasting's cheering section, but instead, it's our sneering section," said Mr. Cott. "Educational radio is an intellectual dictatorship. With your too-much-of-this, and too-much-of-that you're doing an academic strip-tease."

Ben Park, producer of WBBM Chicago's prize-winning documentary, *Report Uncensored*, observed that commercial radio is educating the public every hour it is on the air "for better or for worse." He suggested that college stations could do a better job for educational radio by "forgetting about the Mayflower decision and putting facts and the truth on the air."

Arnold Hartley, program director of WOV New York, inquired why universities haven't applied for the many available FM frequencies "so they can grapple themselves with the problems commercial stations have to face every day."

SATURDAY

A session on "International Radio" featured Librarian of Congress Luther Evans, chairman of the mass media committee of the the National Commission for UNESCO, and Charles Thayer, acting chief of the State Department's International Broadcast Division. However, Dr. Arno Huth, director of the first U. S. courses on foreign broadcasting at New York's New School for Social Research, appeared to have a better grasp of the problems of world radio than any at this session.

Dr. Huth charted the course a world association of broadcasters should follow to ensure cooperation between international broadcasters and promote a world exchange of programs for reconstruction and understanding. He deplored the fact that world radio development has been arrested by a lack of trained personnel. A world plan for short-wave transmissions is expected to come out of the International High Frequency Broadcasting Conference in Mexico City next October, he disclosed.

A forum on radio councils brought out the fact that in Wisconsin last year a state listening project had nearly 2,000 observers who listened to some 10,000 programs. At this session, R. Y. Davis, radio chairman of the Ohio Congress of Parents and Teachers, ripped into network commercialism, asking: "Is commercial gain so dear that the networks will sell the ideals of youth down the river of horror and crime?" He advocated a campaign among parents to "condition the child's listening."

Charles Cleaver, director of news and special events of WRRN War-

(Continued on page 58)

IER Awards

(Continued from page 30)

and Peter Stuyvesant" and "Son of Man" (both CBS); "Murder in the Cathedral" and "The Case Against Cancer" (both CBC)—all first awards. "The Ghost and the Bell" (NBC)—honorable mention.

Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations

Religious—"World Over Playhouse" (WNBC New York)—first award.

Agricultural—"Regimented Raindrops" (WOW Omaha)—first award. "Farm Safety" (WKY Oklahoma City)—honorable mention.

Cultural—"Music for Marmaduke" (WOWO Fort Wayne) and "The Spoken Word" (WNEW New York)—both first awards.

Personal and Social Problems—"Divorce" (KLZ Denver) and "New World a-Coming" (WMAC New York)—both first awards. "The Author Speaks His Piece" (WNEW New York)—honorable mention. "Report Uncensored" (WBBM Chicago)—special award.

Presenting Public Issues—"Housing—1947" (WNBC New York) and "Breaking the Traffic Jam" (WNEW New York)—both first awards. "A Home to Live In" (WMCA New York)—honorable mention.

News Interpretation—"CBS Views the Press" (WCBS New York)—first award.

Furthering International Understanding—"An American University—Princeton" (WOR New York)—first award. "Nations on Parade" (WILL Urbana, Ill.) and "UN News Reel" (WQXR New York)—both honorable mention.

Special One-Time Broadcasts—"Menace in White" (KNX Los Angeles over Columbia Pacific network)—first award. "Safety in Water" (CKEY Toronto), "All the King's Men" (KUOM Minneapolis), and "Hell or High Water" (KOIN Portland)—all honorable mention.

Children's (Out-of-school listening)—"The American Heritage" (WNEW New York) and "Fun Time" (WHA Madison, Wis.)—both first awards. "Up and Down the Scales" (KSL Salt Lake City) and "The Children's Corner" (WIRE Indianapolis)—both honorable mention.

Primary Grades (School Broadcasts)—"Radioland Express" (WFIL Philadelphia)—first award. "Story Period for Junior" (CBL Toronto) — honorable mention.

Intermediate Grades (School Broadcasts)—"Exploring Music" (WIP Philadelphia), "Music Time" (KMBC Kansas City) and "Disease Control" (KDKA Pittsburgh)—all first awards. "There's Fun A-Field" (KDKA Pittsburgh) and "News of the Week" (WHA Madison, Wis.)—both honorable mention.

Junior and Senior High Schools (School Broadcasts)—"Ontario Social Studies" (CBL Toronto and CBC Midwest Network)—first award. "Youth Concert Series" (WOSU Columbus)—honorable mention. "Little Songs on Big Subjects" (WNEW New York)—special award.

Local Stations and Organizations

Religious—"The Eastern Liturgies" (WEW St. Louis)—first award.

Cultural—"Music for the Connoisseur" (WNYC New York)—first award.

Personal and Social Problems—"People Unlimited" (WNYC New York) and "It's Tough to Be Young" (WBZ Boston)—both first awards.

Presenting Public Issues—"Transit Hearings" (WNYC New York)—first award.

Furthering International Understanding—"International Quiz" (WPEN Philadelphia) and "United Nations Sessions" (WNYC New York)—both first awards.

Special One-Time Broadcasts—"I Witness Death" (KLAC Hollywood)—first award. "One-Hundred Fold" (WNYC New York)—honorable mention.

Children's (Out-of-School listening)—"Saturday Morning Children's Story Fair" (WNYC New York) and "Leather Breeches" (KNOW Austin, Tex.)—both first awards.

Primary Grades (School Broadcasts)—"The Health Parade" (WBOE Cleveland and Cleveland Board of Education)—first award.

Junior and Senior High Schools (School Broadcasts) — "Drama Time" (WNYE New York) and "Assignment: UN" (WNYE New York)—both first awards. "Junior High School Forum" (WNYE New York)—honorable mention. "WNYC Eighth Annual American Music Festival" (WNYC New York)—special award.

Organizations Preparing and Distributing Transcribed Series

Religious—"All Aboard for Adventure" (Joint Religious Radio Council)—first award. "Building for Peace" (Joint Religious Radio Council)—honorable mention.

Cultural—"Report to the Rockies" (Rocky Mountain Radio Council)—first award. "Adventures in Research" (Westinghouse Electric Corp.) — honorable mention.

Personal and Social Problems—"Lest We Forget—the American Dream" (Institute for Democratic Action)—first award. "It Can Happen to You" (American Cancer Society) and "The Tenth Man" (National Mental Health Foundation)—both honorable mention.

Presenting Public Issues — "Town Meeting in Canada" (Town Meeting, Ltd.)—first award. "Freedom—Bill of Rights" (U. S. Army) and "Bing Crosby Sings for Safety" (National Safety Council)—both honorable mention.

Furthering International Understanding—"To You in America" (Joint Religious Radio Council)—first award.

RADIO ACTIVE!
(that's us)

WSAT

The Family Station

SALISBURY, N. C.

NOW ON THE AIR

Serving the CENTER Slice
of the Prosperous Piedmont

1000 WATTS—DAYS
1280 ON YOUR DIAL

YOU HAVE A *DATE* for the NAB CONVENTION

AT THE *LOS ANGELES* BILTMORE HOTEL

Yes, be sure to see the big display of Gates equipment at the NAB Convention — the most modern, usefully designed and pleasingly styled apparatus available to broadcasters.

You will see new transmitters, — AM and FM, studio equipment (don't miss the SA line. It has many new ideas) — a new FM antenna and many other accessories.

Here will be equipment that you didn't know could be built, — of such high quality, — yet low in price.

And it does things for you — saves time and money — just because of the way it's built.

So remember that date — May 17th thru 20th, — to see that display of Gates Equipment.

GATES

This Year is G-Year....
The Swing's to GATES... in '48

Gates Radio Company

Quincy Illinois

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 574 Hargrave St., Inglewood	Tel. OR-81075
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

XUM

last call

NAB GOLF TOURNAMENT!

If you plan to play in the NAB golf tournament May 19 at the California Country Club in Los Angeles, please make your reservation with BROADCASTING *Magazine*, 870 National Press Bldg., Washington, D. C., no later than May 14. Entries limited to 40.

BROADCASTING will award a silver trophy to the low net winner at its 19th Hole Party. Blind bogey handicap will be used.

See them at the NAB Convention!

1304 Type Reproducer Set

109 Type Reproducer Group

1304 Type Reproducer Set virtually eliminates rumble, wow, speed fluctuations. Incorporates the 109 Type Reproducer Group—featuring extremely low intermodulation distortion. See and hear the 1304 Set and the 109 Group at the NAB Convention.

Western Electric
— QUALITY COUNTS —

IER

(Continued from page 56)

ren, Ohio, enlivened a session on radio news with the admission that his station, in hot competition with a local newspaper, "not only produces six local newscasts daily but editorializes as well." One news program, aired at the odd hour of 1:45 p.m.—"just to beat the newspaper's deadline"—has a 13.6 Hooper, Mr. Cleaver reported.

One of the surprises of the institute was the acknowledgement by an educator that universities have fallen down on the job of adult education. Noting that commercial stations and networks "obviously are not going to take the initiative in adult education," Dr. Harry J. Skornia, Indiana U. radio director, declared:

"If this job is to be done, universities, the source of the very things needed, must do it. Professors must be convinced that ivory towers must allow microphones, or they may not be here tomorrow."

SUNDAY

In addition to the annual banquet, two important Sunday sessions were held. A special *Columbus Town Meeting* program was aired over WBNS, featuring a debate on the question "Should FCC Have Any Control Over Programs?" Prof. Odegard defended the Commission's Blue Book as "simply undertaking to define in more specific terms the standards to be applied in the licensing of radio stations."

"What do the critics of the Commission want?" he asked. "Do they deny the public responsibility of the radio industry? Do they deny the necessity for licensing control in the federal government?"

Pierson Disagrees

In disagreement, W. Theodore Pierson, Washington radio attorney, asked "Should our people see or hear nothing by radio except at the pleasure of the government?" He described the primary duty of a licensee as the broadcasting of programs that in the licensee's "carefully exercised and deliberate judgment" the people want to hear.

"The licensee cannot legally free himself of this responsibility by delegating his duties to advertisers, networks, or the Commission," Mr. Pierson contended.

The Institute's most popular "added attraction" was the television forum sponsored by the National Organizations Committee. ABC's Paul Mowrey admitted that 1948 is a "test-pattern" year for TV, but warned that Americans will not tolerate indefinitely televisers who "indulge their caprices" into 1949.

WRGB Schenectady's Al Zink submitted a list of additions which television may make to community relations, concluding with the fact that family life will be reestablished, making the home again a place for family living and enjoyment.

MONDAY

A brief session on Radio Writing, with Erik Barnouw, president of the Radio Writers Guild, as chairman, and demonstrations of how music appreciation programs may be developed, were held Monday morning preceding the Institute's closing meeting. Charles W. Siverson, program director of WHAM Rochester, presided at the music appreciation session.

RESPONSIBILITY

Chisholm Says Radio Can Save Humanity

Also see IER story, page 30

RADIO CAN SAVE humanity from the "suicide of another war" by molding the "nationally loyal" youth of today into the "world citizen" of tomorrow. Dr. Brock Chisholm, executive secretary of the United Nations World Health Organization, declared May 2 at Ohio State U.'s Institute for Education by Radio.

In an address climaxing the 18th annual institute at Columbus, Dr. Chisholm, one of Canada's best known psychiatrists, warned:

"The human race cannot survive the effects of recently discovered biological weapons unless we develop a loyalty to all people of the world. Radio, a tremendously powerful medium for education, has only begun to play the part of which it is capable. Its writers, producers, and sponsors must influence the concepts and behavior patterns of youth, or all humanity may go the way of the dinosaur."

Dr. Chisholm spoke at the annual banquet on the eve of the fourth and last day of the institute. Up to this point, many delegates had described the conference as one of the least exciting in the 18-year series.

After Dr. Chisholm had brought the 1,200 delegates to their feet Sunday night and received an ovation, the conference continued to run in high gear during the closing sessions.

He said he hoped for the time when every person speaking on the radio will think in terms of how his words may affect "the people listening or to whom they will be relayed or reported in newspaper headlines on the other side of the world."

Two-Sided World

"From both sides of the world—unfortunately there are now two sides of a round world—bits and pieces are picked out of context for reporting because they can be used to illustrate an antagonistic point," he noted. "It is very difficult to explain the functioning of people in another country. It is very difficult in Europe sometimes to try to laugh off an irresponsible utterance on the radio on the part of some person in another country who has not considered at all the effect of what he is saying on other kinds of people.

"In many countries it is taken for granted that all news releases, all broadcasts, are purposeful—that they are organized for a national purpose. It is extremely difficult to help some people to understand that there are such things as utterly internationally irresponsible politicians or radio commentators, who say things for local consumption, things which may be very damaging to their own country when reaching somewhere else."

Dr. Chisholm cited one "excessively bad illustration" of an American commentator who suggested on a widely heard program that a cholera epidemic raging in Egypt was reported to be an experiment in biological warfare by the Russians.

JACK BENNY and his NBC cast will make personal appearance tour in Detroit on June 10 and in Cleveland June 18. Radio program will be heard from Detroit June 13, Cleveland June 20, and New York June 27.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

XUM

IT WILL SOON BE
630
ALL DAY LONG
IN SAN ANTONIO

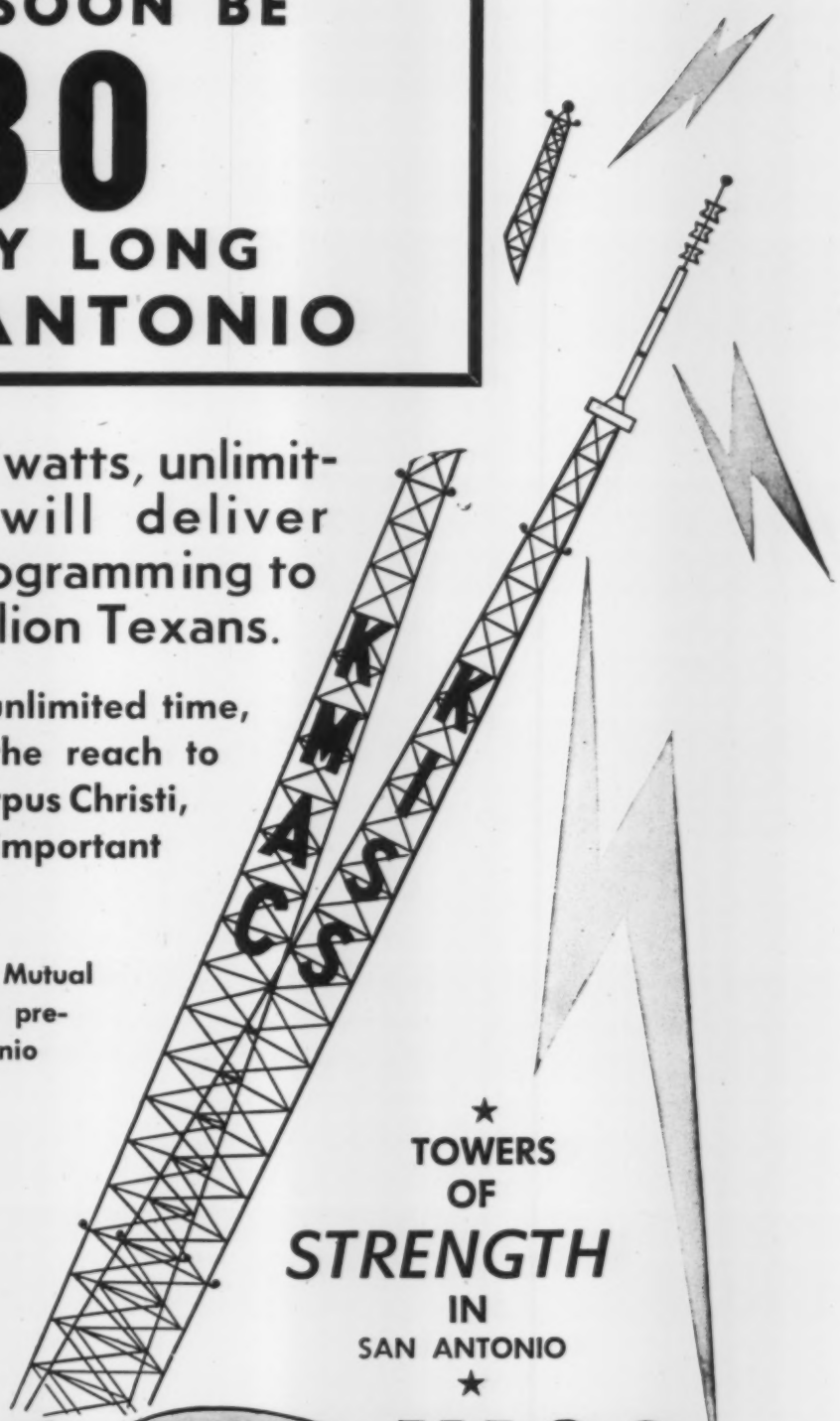
630 with 5,000 watts, unlimited time, will deliver KMAC's balanced programming to one and a quarter million Texans.

630 with 5,000 watts, unlimited time, will give KMAC the reach to cover San Antonio, Austin, Corpus Christi, Temple, Victoria and other important South Texas trading centers.

630 will give KMAC and the Mutual Broadcasting System the preferred spot on the AM band in San Antonio —directly between CBS and ABC.

630 will be fully utilized by KMAC with San Antonio's finest plant and Texas' tallest tower (520 feet high).

Ask Pearson about KMAC's 630 Rate Protection Plan.



★ TOWERS OF *STRENGTH* IN SAN ANTONIO ★

KMAC 1240 *a.m.* ON YOUR DIAL

KISS 99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

TV BIDS

Publisher, Film Firm Seek Channels

PUBLISHER Marshall Field and a subsidiary of Twentieth Century-Fox Film Corp. figured in applications filed last week with FCC for eight new commercial television stations.

Totem Broadcasters Inc., of which Mr. Field is president, requests Channel 7 (174-180 mc) in Seattle. Totem is licensee of KJR Seattle. The applicant corporation is owned 100% by Field Enterprises Inc., Chicago, owning through subsidiaries WSAI Cincinnati, KOIN Portland, Ore., and WJJD Chicago.

Seattle has been assigned Channels 2, 5, 7 and 11. Only Channel 11 has not been applied for. Radio Sales Corp. (KRSC) has been issued a construction permit for Channel 5 and Fishers' Blend Station Inc. (KOMO) has applied for Channel 2.

Requesting Channel 11 (198-204 mc) in San Francisco, which was assigned Channels 2, 4, 5, 7, 9 and 11, is Twentieth Century-Fox of California Inc., organized as a million-dollar subsidiary to Twentieth Century-Fox Film Corp. on April 12.

Twentieth Century plans to enter video on a 35-hour weekly basis with programming approximately 40% studio, 40% remote and 20% film. Entertainment films are to be scheduled on a regular basis and feature films would be used when they conformed with program format. The parent firm would draw on its library of more than 77 million feet of film to implement programming. Firm also proposes to create original TV film programs.

Twentieth Century proposes to erect a 200-ft. RCA six-element superturnstile antenna at 2,378 ft. above sea level on Mount Tamalpais, near San Rafael, Calif.

Subsidiary companies of Twentieth Century-Fox Film Corp. previously applied for TV facilities in New York and Los Angeles, but subsequently withdrew those bids. One application for Boston was denied and another there, that of Twentieth Century-Fox of New England Inc., is in hearing.

Twentieth Century-Fox Film Corp. has purchased 1,000 shares of Twentieth Century-Fox of California at $100 per share with option to buy remaining 9,000 shares. Studios of the station would be in the Fox Theatre Bldg., 1350 Market St.

CPs have been granted in San Francisco to ABC (KGO) for Channel 7; Associated Broadcasters (KSFO), Channel 5; *The San Francisco Chronicle*, Channel 4. Applications have been received from CBS for Channel 9; Leland Holzer, Channel 11; KROW Inc., Oakland, Channel 11; Don Lee Broadcasting Co. (KFRC), Channel 2; S. H. Patterson (KSAN), Channel 9; Television of California, Channel 11, and Television Products Inc., Channel 9.

New applicants and facilities requested:

Fort Worth, Tex.—Television Enterprises, Channel 10 (192-198 mc), 25.16 kw visual, 12.58 kw aural, antenna 504 ft. above average terrain. Initial cost $181,070, first year operating cost $120,000, estimated revenue first year $60,000. Applicant is partnership composed of O. C. Whitaker, Robert Thomas and J. C. Briscoe, all officers of O. C. Whitaker Co. (construction firm) at Fort Worth. Stock in both the construction and television companies are held 50% by Mr. Whitaker; 35%, Mr. Thomas; 15%, Mr. Briscoe. Channels assigned Fort Worth are 2, 10 and 15. CP for Channel 15 has been issued to Carter Publications Inc. (WBAP); Channel 2 not applied for.

Lansing, Mich.—WJIM Inc., Channel 6 (82-88 mc), 20.6 kw visual, 10.3 kw aural, antenna 420 ft. Initial cost $193,500, first year $120,000, revenue unknown. Harold F. Gross, president, treasurer and 80% owner of applicant firm is also owner of WGFG Kalamazoo, Mich. Applicant is owner of WJIM Lansing. First application received for only frequency allocated to Lansing.

Nashville, Tenn.—WSM Inc., Channel 4 (66-72 mc), 14.4 kw visual, 7.2 kw aural, antenna 763 ft. Initial cost $365,155, first year $250,000, revenue $100,000. Plans for programming: live studio 35%; live remote 35%; local and national film 30%. First application received. Nashville allotted Channels 4, 5, 7 and 9. Applicant owns WSM there.

San Francisco—Twentieth Century-Fox of California Inc., Channel 11 (198-204 mc), 28.2 kw visual, 14.9 kw aural, antenna 2,378 ft. Initial cost $563,014, first year $600,000, revenue $360,000.

Seattle, Wash.—Totem Broadcasters Inc., Channel 7 (174-180 mc), 26 kw visual, 13.8 kw aural, antenna 1,260 ft. Initial cost $241,700, first year $120,000, revenue unknown. Applicant owns KJR Seattle.

Shreveport, La.—W. Harry Johnson doing business as Mid-South Television and Broadcasting Co., Channel 6 (82-88 mc), 18.3 kw visual, 9.1 kw aural, antenna 522 ft. Initial cost $159,500, first year $100,000. revenue $75,000. Applicant plans to file promptly for TV stations at Memphis, Oklahoma City, Jackson, Miss., and Little Rock, Ark. Applicant is a raiser of livestock, owner of real estate companies, brick and tile plants in Waskom, Tex. and Jackson, Miss., and substantial owner in several bus lines and Chicago and Southern Airlines. Studios would be in Johnson Bldg. Programming would be 75% commercial. Channels assigned Shreveport are 2, 4, 6 and 8. Homer W. Snowden, d/b as Shreveport Television Co. has applied for Channel 8.

St. Petersburg, Fla.—Pinellas Broadcasting Co., Channel 5 (76-82 mc), 16.8 kw visual, 8.64 kw aural, antenna 417 ft. Initial cost $239,500, first year $30,000, revenue unknown. Applicant corporation, owned by Times Pub. Co., is licensee of WTSP and permittee of WTSP-FM St. Petersburg. Channel assignments for St. Petersburg and Tampa are 2, 4, 5 and 7. Sunshine Television Corp. has been issued CP for Channel 7. The Tribune Co. has applied for Channel 4. Channel 2 not applied for.

VIDEO PARADE

On air: 23	Licensed: 7
CPs: 88	Pending: 229

R. R. Scoop

BOW for fast reporting can be taken by Ray Henle, editor-in-chief of the ABC *Sunoco Five Star Extra*, last Thursday on the 6:45 p.m. program. Mr. Henle reported the eastern railroads had agreed to shut down if the railroad strike went through. Five hours later, Southern Railway announced it would take that course; and at 6 a.m. and noon, Friday, Pennsylvania and B&O, respectively, confirmed that procedure.

NAB District 2

(Continued from page 24)

members approved a resolution introduced by Ted Cott, vice president and program director of WNEW New York, to permit districts of the NAB to draw upon NAB funds for expenses incurred for district meetings.

Mr. Cott's resolution read: "Whereas, the vital activities of the NAB on the level of district meetings and district activities are essential to the successful operation of the association as a whole, we, the members of the 2d District, do hereby resolve that sufficient funds for carrying on meetings and other necessary expenses be allocated for each district of the NAB."

The meeting also approved a letter from Mr. Hanna to John W. MacDonald, executive secretary and director of the New York State Law Revision Commission, urging that radio be given equal protection with press in a bill contemplated by the New York legislature to protect sources of news.

An explanation of the "all radio presentation," the $200,000 promotional project approved by NAB, was given to the 2d District members by Victor Ratner, CBS vice president, and Eugene Thomas, sales manager of WOR New York.

Mr. Thomas distributed lists of subscription schedules and urged the broadcasters to participate in the project.

The meeting was also addressed by Benjamin Cohen, assistant secretary general of the United Nations in charge of public information. Upon conclusion of his speech, the members adopted a resolution urging stations to give "greater coverage" to the UN, "not only by means of headline news, but also with information and discussion programs which provide a most appropriate means of bringing to the attention of the public the less spectacular, but important and constructive work, which is being done by many UN organs and agencies."

See it at the NAB Convention!

10 KW FM Transmitter

TRANSVIEW design combines striking appearance with maximum visibility and accessibility. Exclusive features: Frequency Watchman, RF Power and Impedance Monitor, Arc-Back Indicator. See this transmitter at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric — QUALITY COUNTS —

WLBR AM FM

LEBANON, PENNA.

WLBR blankets four major Pennsylvania cities in a $300,000,000 market, and delivers 200,000 regular listeners from a population area of 1,000,000 people.

Also . . . more listeners in its primary area than all other stations combined. You can "spot" this rich market with one station—WLBR!

JULIAN F. SKINNELL, Operations Manager
Represented by RAMBEAU

XUM

Meet the MAGNETONE*... the latest news in wire recording!

Broadcasting stations will find this magnetic recorder ideal for remote pickup and delayed broadcast work. Especially suited for conference recording, case history study, educational training, opera recording, dispatchers' monitoring, police radio monitoring and many other long period recording usages.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in ½, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable in attractive metal or black leatherette case.

Outstanding features include:

- Fast rewind
- Fast forward speed
- Constant recording speed which permits any section of a recording to be spliced into any other section at no reproduction loss.
- AVAILABLE WITH HIGH AND LOW IMPEDANCE INPUTS & 500 OHM BALANCED-LINE OUTPUT.

Write today for detailed specifications of the

"MAGNETONE"

THE Brush DEVELOPMENT CO.

[redacted]

*Trademark

FMA

(*Continued from page 25*)

the luncheon FM and AM are as far apart as heaven and hell. He lavishly praised Dr. Edwin Armstrong for his FM pioneering "which no opponents could keep down," and shouted that "today FM is triumphant." Sen. Tobey suggested to FM broadcasters, "While you make a dollar, also make souls and work on behalf of humanity."

At the opening session Wednesday morning FMA President Everett L. Dillard, WASH Washington, said that by the end of 1948 1,000 FM stations will be serving over 100,000,000 listeners. He said some manufacturers are not cooperating with FM in production of sets and promotion of the medium, and pointed to a decline in output of AM-only sets.

Bill Bailey, FMA executive director, described work of the headquarters office and urged stations to promote FM actively and bring in new members.

Leonard H. Marks, FMA general counsel, reviewed the negotiations with AT&T and FCC actions on high-fidelity transmission lines. He said FMA will not take part in the FCC's June 15 hearing on new TV line rates.

Cleveland E. Giddings, of Capital Transit Co., Washington, advised FM operators that most transit companies would install FM sets in vehicles if they could get any profit out of it. He said they favored a percentage contract, with broadcasters supplying and installing equipment and providing programs.

Mr. Giddings indicated many firms would rewrite car-card contracts to eliminate exclusive rights to cards and permit FM advertising. He predicted many advertisers using cards would buy both cards and FM, perhaps diverting money from present broadcast budgets.

Theodore Granik, WHMB (FM) Washington, was moderator of a forum on FM programming. Participating were Harold Essex, WSJS-FM Winston-Salem, N. C.; James H. Moore, WSLS-FM Roanoke, Va.; George Sutherland, WAMS-FM Wilmington, Del.; E. J. Hodel, WCFC Beckley, W. Va. The forum developed into a discussion of FM duplication and commercial policies.

At the afternoon session Lee McCanne, executive vice president and general manager, Stromberg-Carlson Co., speaking for Radio Manufacturers Assn., said FM stations were not adequately promoting FM. He contended they sell sets and programs rather than the idea.

Small FM sets are slowing down at the factories, he said, with big models up 40%. He said production of cheap FM sets has pushed down the price of AM models as low as $19. FM must sell elimination of static and interference, he said.

C. M. Jansky Jr., FMA engineering director, presided at a roundtable on set problems during the afternoon. Panel participants were Frank A. Gunther, Radio Engineering Labs., and L. W. Haeseler, RCA. F. R. Meyer, assistant to the manager, Stewart-Warner Corp. Radio Division, offered to sell table sets in quantity direct to FM stations at a substantial discount, with stations using the receivers for promotional and similar purposes.

Mitchell Talk

At a Thursday morning continuation of the program panel, Maurice Mitchell, WTOP Washington, after hearing complaints that FM stations were being slighted in some of the program award projects, said he was reminded of the oft-heard axiom, "If you win, you've got a darn good program; if you lose you're not a good advertiser." Frank Gunther, Radio Engineering Labs., presided at the panel.

Robert F. Wolfe, WFRO Fremont, Ohio, told how his station started from scratch and built up a substantial local following by community programming and extensive local promotion. "You've got to get listeners," he said. "It doesn't matter whether you have an AM, FM or PM station."

Marion Claire, manager of WGNB Chicago, was toastmistress at the Thursday lunch, at which FCC Commissioner Robert F. Jones was a guest. Millard D. Faught, executive vice president of Young & Faught, New York, chided stations for program quality and lack of energetic promotion. He told what he would do if he operated an FM station, stressing the community aspect.

An afternoon panel on selling FM time was presided over by R. C. (Jake) Embry, WITH-FM Baltimore. Participating were Thomas F. McNulty, WMCP Baltimore; Edward A. Wheeler, WEAW Evanston, Ill.; Fred Dodge, WRAL-FM Raleigh, N. C.; Hudson Eldridge, WASH Washington.

Resolutions were adopted urging national networks to use lines with 8000 cycles minimum, and 15,000 where possible; asking the board to call on Radio Manufacturers Assn. and set makers to produce FM portables and auto sets in quantity; urging steps be taken to bring about more equitable rates for 15,000 cycle lines and encourage microwave relays; calling on the board to petition the U. S. Census Bureau to include a set ownership question in the 1950 census, breaking down FM, TV, facsimile and AM ownership; voicing appreciation to RMA for efforts to improve set quality; advocating a study of FMA By-Laws prior to the Sept. 27 convention; expressing thanks to Ben Strouse, WWDC-FM Washington, for handling Region 4 convention plans (he was elected region chairman); thanking FCC members and Senator Tobey for their participation.

PORTER

Says Preparedness Plans May Retard Video

THE PROBLEMS created by this nation's preparations for military emergency without simultaneous imposition of restraints on the domestic economy are of "profound importance" to the expanding communications industry, Paul A. Porter, former FCC chairman, said last week.

Mr. Porter, now in private practice in Washington, addressed the Radio Executives Club of New York at a luncheon meeting in the Hotel Roosevelt May 6.

Mr. Porter

Asserting that America was taking "a reckless and unwarranted risk in attempting to prepare for a possible war emergency without seeking appreciable sacrifices from any of its citizens except the youth . . . whom it intends to call up for limited service," Mr. Porter took a gloomy view of the future.

"In a political year," he said, "we are seeking to create the illusion of 'guns' and at the same time indulge in the luxurious reality of 'butter' with the very real prospect that, in the event of a genuine emergency, we may have neither or forfeit both."

"Television, the bright and elusive hope of a day not far distant, can be seriously retarded by the steady march toward a war or near-war economy," he said. "The planning of receiver and transmitter manufacturers for a large-scale production can be drastically altered, in my opinion, by developments even short of a shooting war."

Mr. Porter was one of three former FCC chairmen who attended the REC meeting. The others were James Lawrence Fly, now in private law practice in New York, and Charles R. Denny, now vice president of NBC.

The meeting was the last of the present season. Retiring president of the club, William S. Hedges, NBC vice president, turned the gavel over to Carl Haverlin, president of Broadcast Music Inc., who succeeds him.

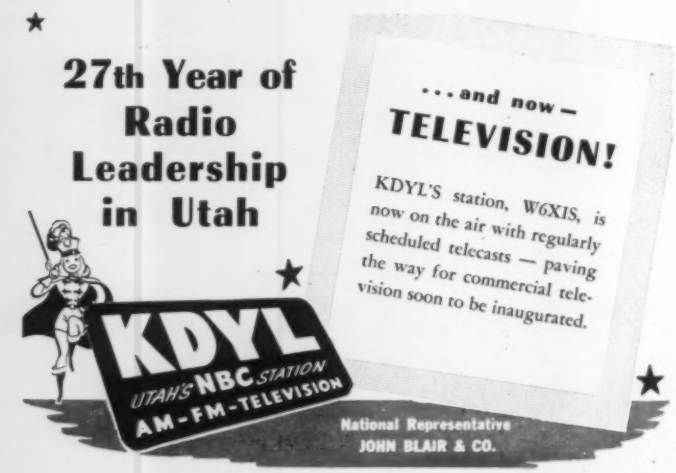
WHIM Providence, R. I., has reported 272% increase in business for first two weeks of its second year of operating over first two weeks of first year.

MARION CLAIRE NAMED AS FMA BOARD MEMBER

MARION CLAIRE, director of WGNB (FM) Chicago, was named Thursday by the FM Assn. Board of Directors to fill the vacancy created by resignation of Leonard L. Asch, WBCA Schenectady.

Miss Claire, who was toastmistress at the Thursday luncheon meeting of FMA Region 4 in Washington, was named by the board to be chairman of the 1948 FM Assn. national convention Sept. 27-29 at the Hotel Sheraton, Chicago.

The board acted favorably on resolutions adopted at the Region 4 meeting (see story, page 25).


27th Year of Radio Leadership in Utah
. . . and now —
TELEVISION!
KDYL'S station, W6XIS, is now on the air with regularly scheduled telecasts — paving the way for commercial television soon to be inaugurated.
KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
National Representative
JOHN BLAIR & CO.

SEE IT! HEAR IT!

Suite 2107, Biltmore Hotel
NAB Convention, May 17–21

THE SENSATIONAL NEW
F-M QUALITY

Magnecorder TR-6

TAPE RECORDER

"Doesn't weigh a ton or cost a fortune"

IT'S PORTABLE—
fit into light weight portable case that one man can carry

IT'S VERSATILE—
fits into a rack panel

IT'S INEXPENSIVE—
fits into light weight portable case that the smallest

It's made by the manufacturers of the first F-M quality wire recorder ever built

See a demonstration at the N.A.B. 1948 Convention,
Suite 2107, Biltmore Hotel

MAGNECORD, INC.

304 WEST 63rd STREET CHICAGO 21, ILLINOIS

More TV Channels

(*Continued from page 21*)

otherwise would be held separately.

The new table sets aside channels for 461 different areas, providing for a total of more than 900 stations as compared with the existing allocations plan covering only the 140 major markets and providing for 405 stations.

FCC made plain that the city-by-city allocations in the proposed table represent "simply a determination by the Commission that it is engineeringly possible to have that number of television stations in such cities." It does not mean that the various cities "will, or will not, have" the number of stations indicated by the allocations. The Commission anticipated changes from time to time.

Comr. Robert F. Jones, dissenting in part from the Commission's decision on frequency-sharing and the deletion of TV Channel 1, maintained that "the time has come when the Commission should provide more than a temporary home for not only [safety and special services] but for the FM service and the television service and other services incidental thereto."

Allocations hearings and changes in the past, he said, have "not resulted in the stability necessary for the proper promotion of the new services"—particularly FM and television. Thus he felt it "would be unwise now to make any sub-allocation of the 44-50 mc band until a thorough and careful hearing is held and a determination reached regarding the interference problems that may be experienced on all of the frequencies below 300 mc."

In eliminating "sharing," FCC noted that hearings on the question "showed beyond any doubt that the shared use of television channels was not feasible."

FCC recognized that its decision to delete TV Channel 1 instead of No. 2—which the American Radio Relay League had suggested—would "cause some misgivings to the amateurs operating in the 28-29.7 mc band whose harmonics may cause interference to television channel 2." But the Commission gave its assurance that it would not require an "unrealistic" or inequitable degree of suppression by the amateurs.

With respect to FM's plea for use of 44-50 mc, the report said:

The public welfare and national security necessitate arriving at an allocation at the earliest possible date for the fixed and mobile services engaged in safety and protective activities. Hence, it is essential that FM stations dependent upon certain other FM stations in the 44-50 mc band as a program relay facility must look to other facilities for program relaying. Therefore, the band 44-50 mc is allocated to the fixed and mobile service. . . .

So far as network programming of FM stations is concerned, the Commission believes that, in general, common carrier facilities will be used for this purpose. Moreover, as in the case of television, the Commission is proposing a modification of its rules so as to permit intercity relaying of FM programs on frequencies allocated for FM STL purposes, 940-952 mc. Finally, it should be pointed out that nothing in the Commission's Rules prevents FM stations in the band 88-108 mc from re-broadcasting the programs of other FM stations as is presently being done.

FCC said objections to the proposed revision of rules to permit relaying in the 940-952 mc band would be accepted until June 7, and that oral argument would be held thereafter if warranted.

Changes in the allocations to non-government services in the 25-30 and 450-460 mc bands also were proposed, with June 14 set as deadline for objections in each case. The same deadline was provided in the sub-allocations proposals issued in connection with the allocation of 44-50 mc to fixed and mobile services (proposed for land mobile exclusively) of 72-76 mc for fixed services (public safety, land transportation, industrial).

Issues announced for the Sept. 20 hearing on video use of the 475-890 mc, now used for television experimentation, were as follows:

1. To obtain full information concerning interference to the reception of television stations operating on Channels 2 through 13 resulting from adjacent-channel operation of other services, from harmonic radiations, and from man-made noise.

2. To receive such additional data as may be available since the close of the hearing in Dockets 6651 and 7896 [allocations and color television, respectively] concerning the propagation characteristics of the band 475 to 890 mc.

3. To obtain full information concerning the state of development of transmitting and receiving equipment for either monochrome or color television broadcasting, or both, capable of operating in the band 475 to 890 mc.

4. To obtain full information concerning any proposals for the utilization of the band 475 to 890 mc, or any part thereof, for television broadcasting and the standards to be proposed therefor.

Persons desiring to participate in this hearing shall file with the Commission on or before Aug. 23, 1948, a written appearance setting forth the name or names of the witnesses who will testify, the subject matter concerning which they will offer testimony, and the length of time their testimony is expected to take. In addition, such persons shall furnish to the Commission not later than 15 days before the hearing is scheduled to begin, 15 copies of all exhibits they intend to offer at the hearing.

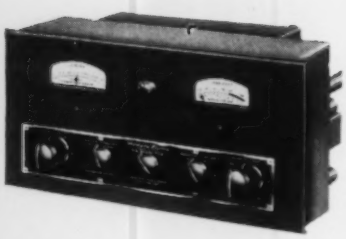
Proposed Allocations

(*Continued from page 21*)

Community	*Proposed Allocation Plan Channels*
Mobile	3, 5, 9, 11
Montgomery	6, 7, 10
Selma	3(c)
Tuscaloosa	5, 11
ARIZONA	
Bisbee	7
Douglas	2, 4, 5
Flagstaff	3, 6
Globe	11, 13
Lowell	12
Phoenix	2, 4, 5, 7, 9
Prescott	8, 10
Safford	9
Tucson	3, 6, 8, 10
Yuma	7, 9
ARKANSAS	
Blytheville	8(c)
Camden	9
El Dorado	5, 7
Fort Smith	2, 4, 5, 9, 12
Hot Springs	13
Jonesboro	6(c)
Little Rock	3, 6, 8, 10
Pine Bluff	12
Texarkana	3, 10, 12
CALIFORNIA	
Bakersfield	8, 12
Chico	13
El Centro	2, 4, 5
Eureka	2, 4, 5, 9
Fresno	2, 4, 5, 7
Los Angeles	2, 4, 5, 7, 9, 11, 13
Redding	8, 10
Riverside	—
Sacramento	3, 6, 10
San Diego	3, 6, 8, 10
San Francisco, Oakland	2, 4, 5, 7, 9, 11
San Jose	13
San Luis Obispo	3
Santa Barbara	6
Stockton	8, 12
Visalia	10
COLORADO	
Alamosa	10, 12
Colorado Springs	11, 13
Denver	2, 4, 5, 7, 9
Durango	3, 6, 9
Grand Junction	2, 4, 5, 7, 10, 12
Greeley	12
La Junta	10
Pueblo	3, 6, 8
Sterling	10
Trinidad	2, 4, 5, 7
CONNECTICUT	
Hartford-New Britain	8, 10
New Haven	6
Waterbury	12
DELAWARE	
Wilmington	7(c)
DISTRICT OF COLUMBIA	
Washington	4, 5, 7, 9
FLORIDA	
Daytona Beach	7
Ft. Myers	6, 8
Jacksonville	2, 4, 6, 8
Key West	3, 10
Lakeland-Plant City	12
Miami-Ft. Lauderdale	2, 4, 5, 7, 9
Orlando	3, 10
Panama City	6
Pensacola	7, 13
St. Augustine	11
Tallahassee	7, 9, 13
Tampa-St. Petersburg	2, 4, 5, 7, 9
West Palm Beach-Lake Worth	11, 13
GEORGIA	
Albany	2, 8
Athens	13
Atlanta	2, 5, 8, 11
Augusta	6, 12
Brunswick	13
Columbus	3, 12
Cordele	6
La Grange	9(c)
Macon	4, 7, 10
Rome	7(c)
Savannah	3, 5, 9, 11
Thomasville	5
Valdosta	3, 12
Waycross	10
IDAHO	
Boise	2, 4, 6, 8, 10
Coeur d'Alene	12
Idaho Falls	2, 4, 10
Lewiston	3, 8, 10
Nampa	13
Pocatello	6, 12
Twin Falls	7, 9, 11
Preston	8
ILLINOIS	
Belleville	11(c)
Champaign-Urbana	5(c), 11(c)
Chicago	2, 4, 5, 7, 9, 11
Danville	9(c)
Decatur	2
Galesburg	7(c)
Peoria	3, 6, 12
Quincy	11
Rockford	12
Rock Island (see Davenport, Iowa)	
Springfield	8, 10
West Frankfort	3(c)
INDIANA	
Bloomington	10
Evansville	2, 11
Fort Wayne	2, 4, 7, 9
Indianapolis	3, 6, 8, 12
Lafayette	13(c)
South Bend-Elkhart	10(c), 12(c)
Terre Haute	4, 7
IOWA	
Ames	4
Burlington	13
Cedar Rapids	7
Centerville	6(c)
Cherokee	2
Council Bluffs (see Omaha)	
Davenport (Moline-R. Island)	2, 4, 5, 9
Des Moines	2, 5, 9, 12
Dubuque	3
Fort Dodge	7(c), 10(c)
Iowa City	11
Mason City	3

(*Continued on page 67*)

See it at the NAB Convention!

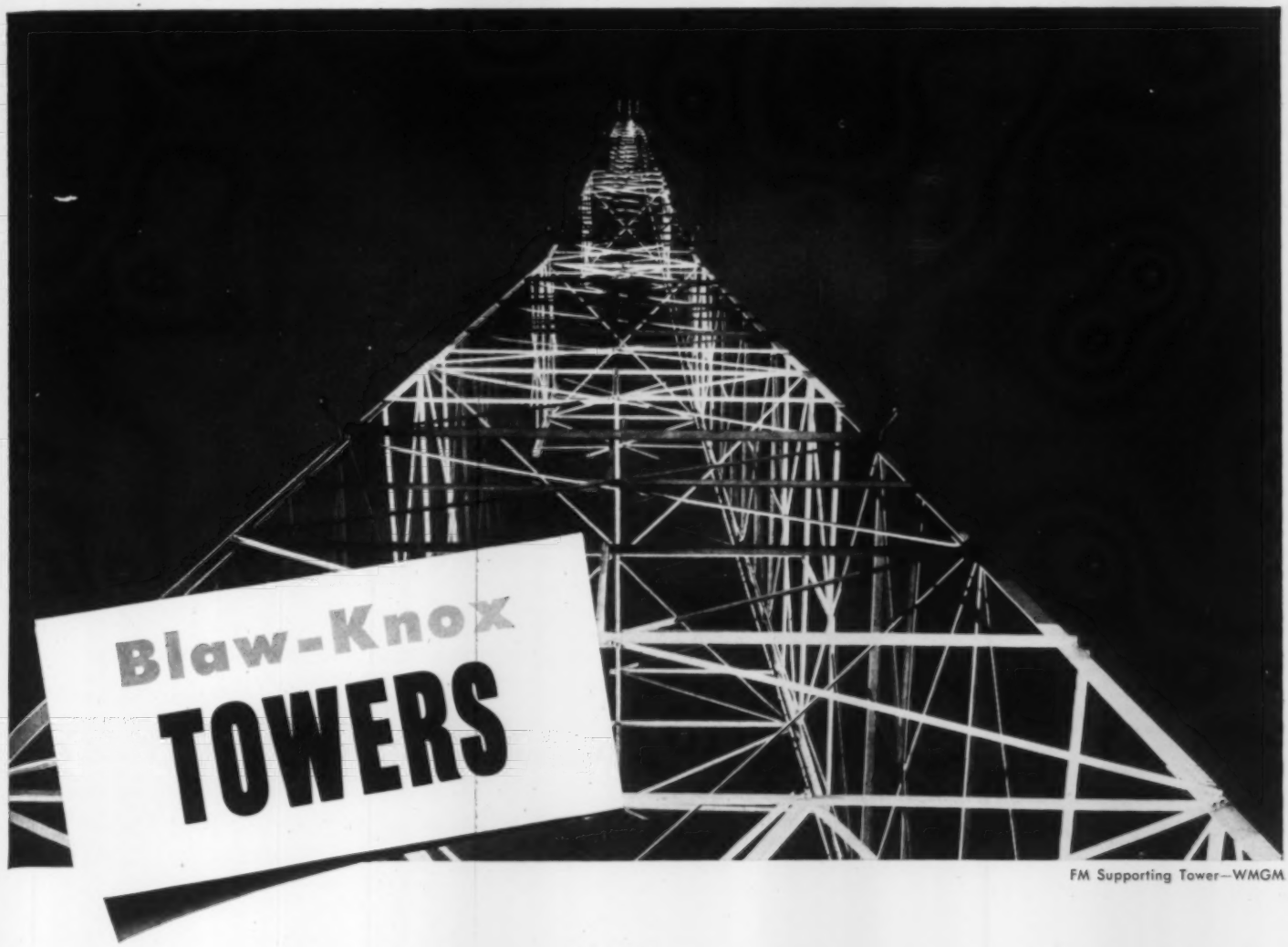


5A MONITOR

Fulfills all requirements for monitoring frequency deviation and percentage modulation of FM transmitters. Provision for monitoring transmitter noise and distortion. See it at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric
— QUALITY COUNTS —

WRBL
COLUMBUS • GEORGIA
Day and Night 5000 WATTS
More POWER-ful than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.



FM Supporting Tower—WMGM

"Towering Strength" would be a true title for this picture, because Blaw-Knox vertical radiators combine calculated structural stamina with maximum radiating efficiency. (Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers!)

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4853

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

. . . made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

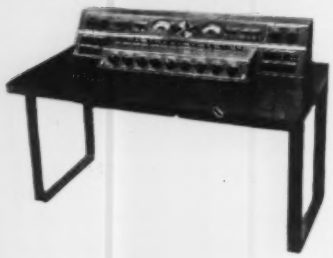
via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

NEW YORK F. C. Sweeney, Watkins 4-3000
BOSTON J. P. Lynch, Kenmore 6-4567
PHILADELPHIA G. I. Jones, Walnut 2-5405
CINCINNATI J. R. Thompson, Main 0600
CHICAGO E. H. Taylor, Canal 4104
MINNEAPOLIS W. G. Pree, Geneva 1621
RICHMOND E. C. Toms, Richmond 2-2833
ATLANTA E. W. Stone, Cypress 1751
JACKSONVILLE W. C. Winfree, Jacksonville 5-6785
ST. LOUIS J. P. Lenkerd, Newstead 4700
KANSAS CITY, MO. R. B. Uhrig, Grand 0324
DALLAS C. C. Ross, Central 6454
CLEVELAND W. S. Rockwell, Cherry 1360
PITTSBURGH R. F. Grossett, Court 4000
DETROIT P. L. Gundy, Temple 1-5500
SAN FRANCISCO B. R. Cole, Market 5131
LOS ANGELES R. B. Thompson, Trinity 3321
SEATTLE D. I. Craig, Main 4655

See it at the NAB Convention!



25B Speech Input Console

The 25B is a complete two-studio program production unit for amplification, control and monitoring of FM or AM programs. Styled to harmonize with the most modern studio design! See the 25B at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric
— QUALITY COUNTS —

Hon. Clifford E. Bolgard
Young & Rubicam Inc.
Chicago, Illinois.

Dear Clif:

Lots t'do round these parts 'bout an island which sprang up in the Kanawha river near Charleston followin' th' recent floods. . . . Feller went out to it in a boat jest t'be the first man t' set foot on it. Course, this island will probably wash away, but it brings to mind that if'n this feller woulda took a portable radio with him . . . he's found WCHS coming in on 580 with 5000 watts. . . . Same as it does over most o' West Virginia. . . . Yessir, if'n you want t' get somethin' across t' people in West Virginia, WCHS is th' place t'go. Cause, round these parts, you jest can't get away from them 5000 watts. . . . Course, who'd want to . . . WCHS has CBS. Yrs. . . .

Algy.

WCHS
Charleston, W. Va.

CHICAGO TV

Networks to Get Studio Space

DRASTIC CHANGES in blueprints of Chicago's Television City, calling for abandonment of a spacious plaza and substitution of a 1,050-ft. studio frontage to accommodate the major networks, have been approved tentatively by NBC, ABC, CBS, and WGN-Mutual officials.

Dennis Scanlan, of Walter Butler Co., St. Paul, designer of the lakefront project, made this announcement Wednesday in Chicago. It was confirmed by I. E. Showerman, Edward Borroff, and H. Leslie Atlass, central division vice presidents of NBC, ABC, and CBS, respectively, and Frank P. Schreiber, general manager of WGN Inc.

Mr. Scanlan also disclosed that Ralph L. Atlass, general manager of WIND, and Howard Lane, radio director of Field Enterprises, owner of WJJD, "are interested" in studio space on the lake side of the proposed development.

The latest rough draft of the Television City project envisions adjoining network studios 260 feet wide, looking west across Chicago's outer drive, and 190 feet deep. The WIND and WJJD studios would be 350 feet wide, overlooking Lake Michigan, and 75 feet deep. All studio ceilings would be 30 feet high.

Mr. Scanlan described WGN officials as "enthusiastic" about the project despite the fact a new building is underway to house studios of WGN-TV, new video outlet, and to allow for expansion of the parent *Chicago Tribune* organization. Mr. Schreiber admitted having conferred with the Television City promoter "several times."

★

Erection of the main office building and tower of the development, originally estimated to cost $50,000,000, probably will be postponed until several years after the television studios, sports arena, and stadium projects have been completed, Mr. Scanlan added. Construction of the arena and stadium would go along with that of the studios because these centers would be needed for the origination of TV remotes, he explained.

Mr. Scanlan would not venture a guess as to when the project might get underway, but indicated one network is "most anxious to get started as it can save money by casting its lot with Television City rather than convert the building presently occupied for TV purposes."

Mansfield

(*Continued from page 28*)

Unity Corp. (subsequently granted) and the *Mansfield Journal*. FCC also asked the court to deny the *Journal's* request for a stay order blocking effectiveness of the Jan. 10 actions.

The Commission told the Court that "the principal objective" of the appeal "is the defeat or at least the delay of the grants" to WMAN and Unity "rather than the protection of appellant's own rights as an applicant."

Meanwhile, FCC heard oral argument by counsel for WHBQ Memphis and KFDM Beaumont, Tex., on the Commission's proposal to grant WHBQ's application to move from 1400 to 560 kc and boost power from 250 w to 5 kw day and 1 kw night [BROADCASTING, March 8].

Paul M. Segal, attorney for KFDM, insisted WHBQ should be required, if its application is granted, to give more protection to KFDM's new 5-kw operation on 560 kc. George Strong, counsel for WHBQ, reiterated that the Memphis station's application should be granted but that "the inference that we can protect Beaumont in some way just isn't supported by the record."

GORDON GRAY HEADS ALL - INDUSTRY PLAN

GORDON GRAY, WIP Philadelphia, last week was elected permanent chairman of the All-Industry Presentation Committee, which already is working on a major promotion project designed to exploit all facets of broadcasting.

Plans for discussion of the project at the NAB Los Angeles convention were discussed. The subject comes up at the Monday afternoon convention session. Scale of fees for stations has been drawn up [BROADCASTING, May 3].

All AM and FM stations have received a pamphlet, "Radio Has Been Strangely Silent," explaining the project in detail.

In a policy decision the committee decided that those who desire to participate in benefits of the all-industry film must aid in its financing. The film will be produced this summer, employing new techniques in animation.

CLEARWATER GRANTED; LAKELAND IS DENIED

FCC last week made final its proposed decision to grant Clearwater Radio Broadcasters' application for a new 250-w fulltime station on 1340 kc at Clearwater, Fla., and to deny Ledger Publishing Co.'s bid for the same facilities at Lakeland.

As in its original proposal [BROADCASTING, March 15], the Commission held in its final decision, released Wednesday that a grant at Clearwater would provide a more equitable distribution of radio transmission facilities. The Lakeland company, publisher of the daily *Lakeland Ledger*, had filed no exceptions to the proposed decision. Ownership of the grantee company:

Otis E. Pruitt, owner of a Clearwater auto agency, owns 1-2/3% interest and is president; Danzil Pulley, radio engineer, owns 30% and will serve as manager and chief engineer; Clifford McKay, in the advertising business in Clearwater and one-time manager and announcer of WMAZ Macon, Ga., also owns 30% and will be commercial manager; Lawrence O. Binder, wholesale jeweler and citrus farmer, has 15% interest; Lewis Sperry, whose business interests are in Troy, N. Y., but who has a home near Clearwater, owns 16-2/3%, and Edward B. Casler Jr., Clearwater attorney and former Mayor, has 6-2/3%. The station, second for Clearwater, will be the resort city's fulltime outlet.

FCC in Los Angeles

CHAIRMAN Wayne Coy will head an FCC group of at least three Commissioners and five top staff executives attending the NAB convention in Los Angeles next week. Commissioners attending will include George E. Sterling and Rosel H. Hyde and possibly Robert F. Jones. Staff members will be Benedict P. Cottone, general counsel; John A. Willoughby, acting chief engineer; Cyril M. Braum and James E. Barr, heads of the Engineering Dept.'s FM and AM sections, respectively, and Hart Cowperthwait, acting head of the TV section. Chairman Coy will be one of the principal speakers and several of the other FCC representatives will participate in the convention programs.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Proposed Allocation

(Continued from page 64)

Community	Proposed Allocation Plan Channels
Ottumwa	8, 10
Sioux City	4, 9, 11, 13
Spencer	6(c)
Waterloo	6, 13
KANSAS	
Coffeyville	12
Dodge City	4, 6, 10
Emporia	8
Fort Scott	6
Garden City	2
Great Bend	13
Hutchison	7, 11
Kansas City (see Kansas City, Mo.)	
Manhattan	3
Salina	6
Topeka	11, 13
Wichita	2, 4, 5, 9
KENTUCKY	
Ashland (see Huntington, W. Va.)	
Bowling Green	10(c)
Frankfort	3
Henderson	4
Hopkinsville	3(c)
Lexington	6, 8, 10, 12
Louisville	5, 9, 13
Owensboro	6, 9
Paducah	10
LOUISIANA	
Alexandria	7
Baton Rouge	3, 5, 9
Bogalusa	12(c)
Eunice	2
Lafayette	13
Lake Charles	12
Monroe	3, 10
New Iberia	11
New Orleans	2, 4, 6, 7, 10
Shreveport	2, 4, 6, 8, 11
MAINE	
Augusta	13
Bangor-Old Town	4, 6, 9, 12
Calais	5
Fort Kent-St. Francis	11
Greenville	8(c)
Houlton	10
Lewiston-Auburn	5
Portland	8, 11
Presque Isle	3, 7, 13
Waterville	2
MARYLAND	
Baltimore	2, 11, 13
Cumberland	2
Hagerstown	6(c), 3(c)
MASSACHUSETTS	
Boston	2, 4, 7, 9
Fall River-New Bedford	13
Lowell-Lawrence-Haverill	6
Springfield, Holyoke	3
Worcester	5
MICHIGAN	
Calumet	4
Detroit	2, 4, 5, 7
Escanaba	6
Flint	11
Grand Rapids	7, 9
Houghton	5, 7
Iron Mountain	13
Ironwood	12
Jackson	10(c)
Kalamazoo	3
Lansing	6
Marquette	3, 9, 11
Muskegon	12(c)
Port Huron	10(c)
Saginaw-Bay City	3, 8, 13(c)
Saulte Ste. Marie	5, 12, 8
Traverse City	2, 10
MINNESOTA	
Albert Lea	8(c)
Bemidji	2, 5
Detroit Lakes	8
Duluth-Superior	3, 6, 8, 10
Faribault	13
Fergus Falls	4
Grand Rapids	4
Hibbing	13
International Falls	7, 12
Mankato	10
Minneapolis-St. Paul	2, 4, 5, 7, 9, 11
Moorhead (see Fargo, N. D.)	
Pipestone	7
Rochester	6
St. Cloud	3, 12
Virginia	9(c), 11(c)
Willimar	6
Winona	12
MISSISSIPPI	
Clarksdale	11(c)
Columbus	7, 9(c)
Greenville	13
Greenwood	3
Gulfport-Biloxi	8(c)
Hattiesburg	13
Jackson	2, 4, 5, 7
Laurel	6, 10
McComb	8(c)
Meridian	8, 12
Natchez	12(c)
Tupelo	6
Vicksburg	9, 11
MISSOURI	
Cape Girardeau	6, 8
Columbia	6
Hannibal	2
Jefferson City	8, 10
Joplin	7, 11, 13
Kansas City	2, 4, 5, 7, 9
Poplar Bluff	12
St. Joseph	12
St. Louis	4, 5, 7, 9, 13
Sedalia	3, 12
Springfield	2, 4, 5, 9
MONTANA	
Butte	2, 4, 5, 7
Billings	2, 4, 5, 7
Bozeman	9, 11
Great Falls	3, 6, 8
Havre	2, 4, 5, 7
Helena	10, 12
Kalispel	2, 4, 7
Lewiston	10, 13
Miles City	3, 6, 8
Missoula	9, 11, 13
NEBRASKA	
Beatrice	4
Grand Island	5, 8
Hastings	2, 11
Kearney	13
Lincoln	10, 12
Norfolk	2(c)
North Platte	3, 6, 7
Omaha-Council Bluffs	3, 6, 7
Scottsbluff	2, 4
NEVADA	
Carson City	11
Las Vegas	3, 6, 8, 10
Reno	2, 4, 5, 7
Sparks	9
NEW HAMPSHIRE	
Berlin (Mt. Washington)	9, 7
Concord	10(c)
Manchester	12
Portsmouth	3(c)
NEW JERSEY	
Atlantic City	8(c)
Newark	13
NEW MEXICO	
Albuquerque	2, 4, 5, 7
Carlsbad	13
Clovis	6, 12
Hobbs	8, 10
Roswell	2, 4, 5
Sante Fe	9, 11, 13
Tucumcari	3, 8
NEW YORK	
Albany-Schenectady-Troy	2, 4, 7, 9, 11
Binghamton	12, 7(c)
Buffalo-Niagara	4, 7, 9
Elmira	4(c), 9(c)
New York City	2, 4, 5, 7, 9, 11
Ogdensburg	4
Plattsburg	2(c)
Rochester	2, 6, 11
Syracuse	5, 8, 10
Utica-Rome	3, 13
Watertown	12(c)
NORTH CAROLINA	
Asheville	5, 7, 12
Charlotte	3, 9, 11, 13
Durham	4, 7
Elizabeth City	2
Goldsboro	9
Greensboro	2, 10
High Point	12(c)
New Bern-Kinston	6
Raleigh	5, 11, 13
Rocky Mount	5(c)
Wilmington	2, 10, 12
Winston-Salem	6, 8
NORTH DAKOTA	
Bismarck	2, 4, 5, 7
Devil's Lake	4, 5, 12
Dickinson	9, 11, 13
Fargo	6, 10, 13
Grand Forks	7, 9, 11
Jamestown	8
Minot	3, 6, 8, 10
Valley City	2
Williston	2, 4, 7
OHIO	
Akron	7
Canton	9
Cincinnati	2, 4, 7, 11
Cleveland	2, 4, 5, 11
Columbus	3, 6, 10
Dayton	5, 13
Hamilton, Middletown	9
Marion	12
Portsmouth	12
Springfield	8
Toledo	11(c), 13
Youngstown	13
OKLAHOMA	
Ada	11(c)
Ardmore	3
Durant	12(c)
Enid	13
Lawton	6
Muskogee	13(c)
Oklahoma City	2, 4, 5, 9
Ponca City	11
Shawnee	7
Tulsa	3, 6, 8, 10
OREGON	
Astoria	7(c)
Baker	9, 12
Bend	13
Eugene	2, 4, 5
Klamath Falls	5, 9, 11
La Grande	5, 7
Marshfield	6, 8
Medford	3, 7
Pendleton	2, 4
Portland	3, 6, 8, 10
Salem	12
The Dalles	11
PENNSLYVANIA	
Altoona	4, 7, 9
DuBois	5, 11
Easton, Al., Beth.	8(c)
Erie	12
Harrisburg	10(c)
Johnstown	13
Lancaster	4(c)
Philadelphia	3, 6, 10, 12
Pittsburgh	3, 6, 8, 10
Reading	5(c)
Scranton, Wilkes-Barre	11, 3(c)
Williamsport	2, 13
York	8(c)
RHODE ISLAND	
Providence	11
SOUTH CAROLINA	
Charleston	7, 10, 13
Columbia	2, 4, 8
Greenville	10
Spartanburg	6(c)
Sumter	5(c)
SOUTH DAKOTA	
Aberdeen	3, 5, 7, 11
Huron	4, 6
Lead	2, 4, 5, 7
Mitchel	2, 8

(Continued on page 68)

A RADIO HEAD— —LINER

Hugh Feltis

Got his Radio Start in Montana

Pres. BMB

MONTANA HEADLINERS

The ART MOSBY STATIONS

CBS KGVO MISSOULA 5 KW DAY • 1 KW NITE

KANA · KGFM

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY

TAYLOR • HOWE • SNOWDEN

Radio Sales

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

$336,669,000

Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.

WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.

WCON

5000 WATTS • 550 KC

Proposed Allocation

(Continued from page 67)

Pierre	9, 12
Rapid City	9, 11, 13
Sioux Falls	5, 9, 12
Watertown	10, 13
Yankton	6(c)
TENNESSEE	
Bristol	10(c)
Chattanooga	3, 6, 10, 12
Clarksville	12
Dyersburg	3(c)
Jackson	11, 13
Johnson City	3(c)
Knoxville	2, 4, 8, 11, 13
Memphis	2, 4, 5, 7, 9
Nashville	2, 4, 5, 7, 9
TEXAS	
Abilene	4, 7, 9, 11, 13
Amarillo	2, 4, 5, 7, 10
Austin	8, 11, 13
Beaumont, P. Arthur	3, 6, 8, 10
Brownsville	2, 4, 7
Corpus Christi	3, 6, 8, 10
Corsicana	8(c)
Dallas	4, 7, 11, 13
Denison	10(c)
El Paso	2, 4, 5, 7, 9, 11
Ft. Worth	2, 5, 9
Galveston	9, 11, 13
Harlingen	9
Houston	2, 4, 5, 7
Laredo	5, 7, 11, 13
Lubbock	3, 9, 11
Marshall	13
Midland	7
Palestine	2(c)
Paris	8(c)
Pecos	3
Plainsview	13
San Angelo	2, 5, 8, 10
San Antonio	2, 4, 5, 7, 9, 12
Sherman	6
Sweetwater	6
Temple	7(c)
Texarkana	(See Arkansas)
Tyler	5(c), 9(c)
Victoria	13(c)
Waco	3, 6, 10, 12
Weslaco	5
Wichita Falls	8, 10
UTAH	
Cedar City	4, 6
Logan	3(c)
Price	3
Provo	12
Ogden	11, 13
Salt Lake City	2, 4, 5, 7, 9
VERMONT	
Burlington	5, 8
Montpelier	10
Rutland	6(c)
St. Albans	13
VIRGINIA	
Charlottesville	13(c)
Fredericksburg	12(c)
Lynchburg	7(c), 9
Norfolk, Portsmouth-N. News	4, 7, 11, 13
Portsmouth	5, 9
Richmond	3, 6, 8, 10
Roanoke	3, 5, 12
WASHINGTON	
Aberdeen	3(c), 6(c)
Bellingham	3
Seattle	2, 5, 7, 11
Spokane	2, 4, 5, 7, 9
Tacoma	4, 9, 13
Vancouver (See Portland, Ore.)	
Walla Walla	11, 13
Wenatchee	10
Yakima	3, 6, 8
WEST VIRGINIA	
Beckley-Bluefield	6
Charleston	2, 7, 11, 13
Clarksburg	9
Huntington, Ashland, Ky.	5, 9
Parkersburg	4
Wheeling	12
WISCONSIN	
Appleton	5
Ashland	2
Eau Claire	3
Fond du Lac	11(c)
Green Bay	4
La Crosse	8, 10
Madison	7, 9
Marinette	7
Milwaukee	3, 6, 8, 10
Oshkosh	2
Racine, Kenosha	13
Rhinelander	8
Sheboygan	9(c)
Superior-Duluth	3, 6, 8, 10
Wausau	6
WYOMING	
Casper	5, 7, 12
Cheyenne	3, 6, 8
Laramie	11, 13
Rock Spring	3, 6, 8
Sheriden	9, 11, 13

ABC's "Ladies Be Seated" will give performances at National Food Show in Chicago, May 9-16, in both afternoon and evening hours.

TWO-YEAR CONTRACT under which WMAL-TV Washington becomes an ABC television affiliate [BROADCASTING, April 26] is completed by Mark Woods (l), president of ABC, Sam H. Kauffman (seated), president of WMAL and WMAL-TV, and Ernest Lee Jahncke, station relations manager of ABC Television. WMAL and WMAL-TV are owned by The Evening Star Broadcasting Co.

Code Text

(Continued from page 51)

no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

TIME STANDARDS FOR ADVERTISING COPY

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.	
5 minute programs	1:00
10 minute programs	2:00
15 minute programs	2:30
25 minute programs	2:50
30 minute programs	3:00
45 minute programs	4:30
60 minute programs	6:00
All Other Hours	
5 minute programs	1:15
10 minute programs	2:10
15 minute programs	3:00
25 minute programs	4:00
30 minute programs	4:15
45 minute programs	5:45
60 minute programs	7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per 15 minute segment excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify it should, except for normal guest identifications, be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion, identification, ownership or location announcement of not to exceed a total of ten seconds in length.

CONTESTS

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit box-tops, wrappers or other evidences of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

PREMIUMS AND OFFERS

Full details of proposed offers, should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

NEA TALENT MAKING TRANSCRIBED PACKAGE

NEGOTIATIONS were completed last week with Scripps-Howard's syndicate, NEA, to bring its top writing talent to radio. The transcribed package, titled *FYI—For Your Information*, is being handled by Ed Hart & Assoc., Washington.

The show will bring to the air NEA personalities reading their own columns. Each one will have about a minute and three-quarters and Richard Hollander, managing editor of Scripps' *Washington Daily News*, will tie the program together. Peter Edson, Erskine Johnson, Harry Grayson, Alicia Hart and all other NEA feature writers will be available for appearance.

Keystone Broadcasting System will place the show with affiliates and Ed Hart & Assoc. will handle sales in metropolitan areas.

WEGO Renewed

RENEWAL without hearing of the license of WEGO Concord, N. C., was granted last week by FCC to Wayne M. Nelson, owner. Investigation had been designated last December by the Commission regarding certain fortune telling or astrological reading programs which were alleged to have been aired. In its petition for renewal without hearing WEGO pointed out that a program series by "El Haren," an astrologer, had been dropped when it was learned FCC at one time indicated disapproval of such shows. WEGO is assigned 1 kw daytime on 1410 kc.

XUM

POLICY BREAK

WCBS Intends to Sell Nighttime Spots

WCBS New York is slated to break a 20-year-old precedent this week when nighttime spot announcements are offered for sale for the first time since the key CBS station went on the air in 1928 as WABC.

Behind this disclosure is a unique story of painstaking self-regulation by a station, told by G. Richard Swift, assistant general manager of WCBS.

The decision to sell evening spots on WCBS was cued by the success of the station's daytime spot system, according to Mr. Swift, instituted in October 1947, before which time WCBS was altogether spot-less. The system was worked out by Mr. Swift and Don Ball, manager of the WCBS editing division. It is "as scientific as we can make it," Mr. Swift says, in keeping with the passion for precision and research which characterizes CBS from Frank Stanton downward.

The WCBS spot control plan is a reflection of the station's policy of fully controlling all of its shows, and airing no agency packages. Thus, Mr. Swift says, program control is extended down through the level of 20-second spots. Even these, he maintains, are scheduled and programmed as carefully as the programs themselves.

Spots are never sold by the station by position, he said, but instead they are placed according to a vastly complicated rotating schedule, which is said to guarantee equal treatment for all spot-buyers. Close attention is given to juxtaposition, so there is small chance of Pepsi-Cola hitting the spot immediately after the Coca-Cola show on WCBS.

To keep all of its spot purchasers happy, the schedule is keyed to a rating system based on the shows preceding and following the announcement. An average monthly rating is established, and spots are placed where they will hit or exceed the average figure. All spots are limited to 45 words or 20-second transcriptions.

With scientific caution WCBS studied the whole field of spot announcements for a year before deciding to use them at all, according to Mr. Swift. One of the fruits of this study was the conclusion that even some of the much-criticized varieties of spot announcements—singing, repetitive, sound-effect—are not objectionable in themselves but only if handled or placed with poor taste.

BENTON WILL ADDRESS AD FEDERATION MEET

PRINCIPAL speaker at the Advertising Federation of America's 44th annual convention in Cincinnati, June 13-16, is to be William Benton, former assitant secretary of state and head of the U. S. delegation, United Nations Conference on Freedom of Information and the Press in Geneva. Mr. Benton is a former partner of Benton & Bowles, New York.

Mr. Benton

Other advertising and business leaders slated to participate are Dr. Vergil Reed, associate director of research, J. Walter Thompson Co.; Fairfax Cone, chairman, executive committee, Foote, Cone & Belding, and Henry Obermeyer, Consolidated Edison Co., New York. Messrs. Cone and Obermeyer will discuss "Is Advertising Losing Out to Public Relations?" at the morning session June 14. J. H. S. Ellis, president, Kudner Agency Inc., and John J. Karol, CBS sales manager, also will take part in the sessions.

Ziv Co. Program Is Sold to Norge

A NEW musical show, *It's Showtime From Hollywood*, starring Freddy Martin, has been purchased from Frederic W. Ziv Co. by Norge Division, Borg-Warner Corp. of Detroit, in what is reportedly one of the biggest transcription deals in radio history.

The contract giving Norge exclusive right to the show until July 1, when it is expected that from 150 to 175 stations will carry it, was signed in Detroit April 30 by Alvin E. Unger, Ziv national sales manager: Ray Linton, of Ziv's Detroit office; Joe Neebe, Campbell-Ewald Agency, and C. H. MacMahon, Norge advertising manager.

Norge distributors and dealers are being offered the show. The parent company will pay two-thirds of the time and talent costs, according to John L. Sinn, executive vice prtsident of Ziv.

Mars Is Experimenting In TV With 'Dr. I. Q. Jr.'

TELE-VERSION of new juvenile quiz show, *Dr. I. Q. Jr.*, sponsored by Mars Inc., will be offered for an experimental seven-week period on WWJ-TV Detroit beginning May 15, it has been announced by Grant Advertising Inc.

Series is designed with an eye toward future trends in television and is expected to provide an opportunity for the sponsor to adapt its commercial copy slant and presentation to the medium, according to V. H. Gies, sales and advertising director.

Commercial

GLEN W. TRAVIS, member of sales staff of KREL Goose Creek, Tex., has been appointed commercial manager. He formerly was with WTMC Ocala, Fla., as commercial manager. **JESS IKARD** has joined KREL sales staff, replacing **ISOBEL McCONNEL**, resigned.

ROBERT M. HETHERINGTON, formerly with sales staff of WIL St. Louis, has joined sales department of KSTL, new station under construction in St. Louis. Mr. Hetherington previously was Chicago newspaper man. KSTL plans to begin operations June 1.

Mr. Hetherington

L. D. LARIMER, member of CBS Radio Sales in Chicago, will join the network's Hollywood station, KNX, this week.

NATIONAL BROADCAST SALES, Toronto and Montreal, has been appointed as exclusive representative for CJCH Halifax.

BERNARD W. JASPER, new to radio, has joined WCSI(FM) Columbus, Ind., as commercial representative.

ROBERT MEEKER Assoc., New York, has been appointed national sales representative of WGFG Kalamazoo and WJIM Lansing, Mich., both of which are affiliates of ABC and are under general managership of **HAROLD G. GROSS**.

KMOX St. Louis has issued Rate Card No. 21, effective May 15. Base rates are unchanged, but Class C rate has been revised, and Dollar Volume Discount has been eliminated.

ELLIOTT P. MILLER, program director of WTHT Hartford, Conn., has transferred to station's sales department.

McGEEHAN & O'MARA Inc. has been appointed station representative for WGIL Galesburg, Ill.

BETTY SVEC, formerly with **JOHN BLAIR & Co.**, New York, has joined New York branch office of WCKY Cincinnati.

BOLLING Co., Chicago, has been appointed national representative for WCFL Chicago.

RICHARD PERCIVAL, chief of auditing department, KRNT Des Moines, is the father of a boy, William Carl.

GENE GRANT & Co. has been appointed as representative for KASH Eugene, Ore.

CLARK-WANDLESS Co., New York, has been appointed U. S. representative for TGL and TGLA both Guatemala City, Guatemala.

MEL HALES, sales representative for WHBC Canton, Ohio, is the father of a boy, Lloy Delvyn.

10,800 Television Sets Installed in Washington

AN ESTIMATED 10,800 television sets are installed and operating in the Washington, D. C. area as of May 1, according to the Washington Television Circulation Committee representing the three operating TV stations there.

Data, reflecting the largest increase in sets installed in any one month, was compiled by the Electric Institute of Washington and WMAL-TV, WNBW and WTTG. This represents an increase of 2,200 over the April 1 total of 8,600 sets. Home-made television sets are included in the estimate.

Committee members are James Seiler, WNBW; Gordon Williamson, WTTG, and Sam Cooke Digges, WMAL-TV.

FM Sells for Budget Minded Advertisers in Kansas City

A *Kansas City Music Dealer** used *three* spots one day on **KOZY** to move some surplus merchandise *quickly*

By *Noon* the *next* day this dealer had

- **Completely sold out** his surplus stock of record album containers
- Sold more than **70** phonograph records

No other medium was used to advertise this merchandise, but **KOZY.**

*Name on Request

KOZY is represented by FM Reps, Inc.
"A Dillard Station"
Robert F. Wolfskill
Gen. Mgr.

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Allied Arts

SHERMAN H. DRYER PRODUCTIONS, New York, which currently has optioned out four of its top packages to as many agencies, is forming television film company as subsidiary. Further details will be announced when formation takes place.

WANDA MARVIN VAN BRUNT, former editor of Television Analyst, has joined video management consultant firm of Richard W. Hubbell & Assoc. Firm has moved to 118 E. 40th St., New York, with new telephone numbers, Murray Hill 3-0028 and Murray Hill 5-1000.

JERRY FAIRBANKS PRODUCTIONS Hollywood, has opened service offices in Tulsa, Okla., with **A. G. PETRASEK** as manager.

BOB SUMMERS, research director for WFAA Dallas since 1946, has been appointed to technical committee of Broadcast Measurement Bureau. He replaces **CORT LANGLEY** of WOR New York, resigned.

JACK STEWART, former program director of W6XAO Hollywood, has joined Nassour Studios, that city, as director of television and commercial films.

MENDEL KOCHANSKI, Chicago freelance writer, has been named director of newly-organized radio department of National Committee for Labor Palestine, New York. Former script editor and publicity director of WSBC Chicago, Mr. Kochanski will direct production of both live and transcribed programs for broadcast.

HERB FREEDMAN, formerly with UP Philadelphia Bureau, has joined Milt Shapiro Assoc., Philadelphia program packager.

INDUSTRIAL ADVERTISERS Assn. has formed Dallas branch with the name of Dallas-Southwest Industrial Marketing Council. **NATHE P. BAGBY** of Leche & Leche is chairman and **JAMES C. McMAINS** of McMains Adv., secretary-treasurer. Group will meet monthly.

JANE HARVEY, singer, has been signed by Larry Finley Productions, Hollywood, to do 13-week television film series on 16 mm, starting June 1.

AMERICAN LEGION RADIO BRANCH is distributing series of ten free four-minute transcribed interviews with major league baseball stars and league officials, endorsing Legion's Junior Baseball program. Stations offered interviews are 774 which carry Legion's "Decision Now" in regular slot of weekly program schedules.

Equipment

C. M. (Buck) LEWIS, former regional sales manager for RCA Engineering Products in midwest region, has been appointed sales manager for broadcast and industrial equipment of the department at Camden, N. J. In new position he will direct field sales activities on all AM, FM, and TV equipment used by broadcasting stations, as well as industrial equipment. **Dr. DOUGLAS H. EWING,** former manager of Teleran Engineering, has been appointed manager of advanced development engineering of RCA Engineering Products Dept.

PAUL S. ELLISON, with Sylvania Electric Products for 15 years in various sales and advertising capacities, has resigned as public relations director of the firm. His future plans have not been revealed. He is former chairman of Assn. of National Advertisers, a current director of the Advertising Council, Audit Bureau of Circulations and Adv. Research Foundation. His successor has not been named.

ROBERT W. JACKSON, formerly with General Electric News Bureau, Schenectady, has been shifted to San Francisco in charge of company's General News Bureau there, handling West Coast operations. He replaces **F. LOWELL GARRISON,** who has been named radio sales manager for San Francisco district of GE Supply Corp.

FARNSWORTH TELEVISION & RADIO Corp., Fort Wayne, Ind., has announced new automatic record changer which plays 12 10- and 12-inch records separately or intermixed, without manual adjustments. Firm also announced plans for marketing of complete line of Capehart phonograph-radios and television receivers through nation-wide distributing organization.

TV Package Show Firm Set Up in New York City

FORMATION of the Television Artists Corp. to create, film and distribute video package shows was announced last week by Jack Bertell, former vice president of Music Corp. of America and of Columbia Artists Bureau.

Production plans call for filming three six to seven-minute shorts a day, Mr. Bertell said. Office headquarters are at 38 E. 57th St., New York, with studios in the Bronx.

WPIX Plans Syndication Of Daily Video Newsreel

THE DAILY television newsreel slated to appear on WPIX (TV) New York when the *Daily News* station begins operations in June, will be syndicated nationally, station said last week.

Exclusive rights in their area will be granted stations signing for the 16 mm film. Domestic and foreign coverage in addition to that by WPIX cameramen is being planned, officials added.

ATS Forum

A FORUM on "The Independent Director and Producer in Television" will be held by the American Television Society at 8 p.m. May 12 at the Wendell Willkie Memorial, 20 W. 40th St., New York. Speakers will be Thomas Hutchinson, director of the *Swift Show.* Martin A. Gosch, producer of *Tonight on Broadway,* and Irvin Paul Sulds, producer of *Court of Public Opinion.* This will be the last forum in the ATS series of 1947-1948.

Group to Study Programs Formed in San Francisco

A GROUP of San Francisco civic leaders, educators, welfare workers and churches have formed an organization devoted to study of radio programming. Group plans to offer constructive criticism to broadcasters.

Acting chairman is Edwin Rich, headmaster of the Town School for Boys. He said the group's objectives are: To obtain better programs, to obtain a balanced distribution of programs throughout the day, to urge responsible use of radio as a social force, and to stimulate the listening public "to exercise its rights, privileges and duties."

Participating are:

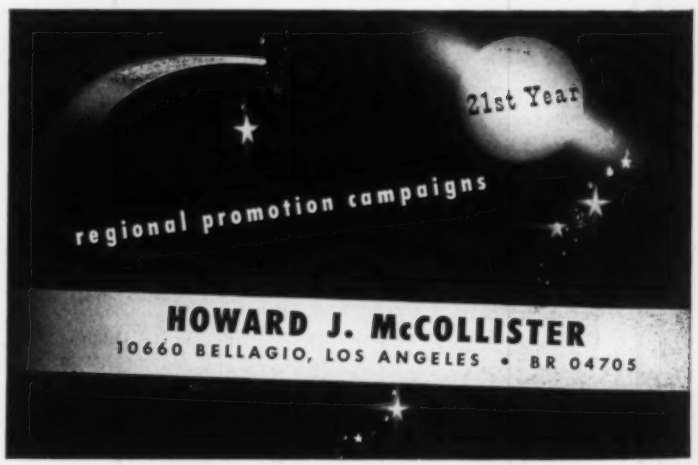
San Francisco Council of Churches, San Francisco Council of Church Women, San Francisco Juvenile Court, California Federation of Women's Clubs, Public Education Society, Pan-Hellenic Society, American Assn. of University Women, Quota Club, Alamo Mothers' Club, Commodore Sloat Mothers' Club, Lake Merced Mothers' Club, Sarah Dix Hamlin School, Town School for Boys, Presidio Hill School, College of Holy Name, Mental Hygiene Society, Booker T. Washington Community Center, Katherine Delmar Burke School for Girls, Second District California Congress of Parent-Teacher units from Sheridan, Lafayette and Frederic Burk schools and Wilkins private high school.

Heads RDG N.Y. Local

ROBERT LEWIS SHAYON, producer-director for CBS, has been elected president of Radio Directors Guild's New York local, succeeding William Sweets. Other new RDG local officers are: Tom Bennett, vice president; Charles Powers, secretary, and Ernest Ricca, treasurer. Mr. Sweets and Don Gillis were elected council members and Charles Polacheck was named council representative for television.

BBC Yearbook Out

THE 1948 edition of the British Broadcasting Corp. Yearbook has been published, and is replete with illustrations of broadcasts and telecasts made during 1947. Half the book is devoted to special articles on various aspects of British broadcasting by well-known British writers and broadcasters, and half reviews activities in 1947.



CONTROL TREND

Increased Regulation Seen by Lawyer

A CONSISTENT trend toward economic regulation by FCC in recent years is seen and reviewed by Edwin C. Conrad, Madison, Wis. attorney, in a study of "Economic Aspects of Radio Regulation" in the April issue of the *Virginia Law Review*.

Characterizing FCC's Blue Book as "the most advanced form of economic regulation," Mr. Conrad writes that if it is "validated in the halls of justice, we will see the transformation of radio from a free system to one of Government control."

But, he says, "if the right of radio to remain free of government program control is ultimately sustained by the courts, a communications system as free as the ether it utilizes will come forth."

Mr. Conrad contends FCC's Blue Book program policy "is founded upon the fallacious premise that too many commercial programs are detrimental to the public, regardless of the content, simply because the program is sponsored." He writes:

Excessive commercialism is a moral problem which the broadcast industry must itself resolve. If it does not, Congress will be forced to enact appropriate legislation. But it is evident that the American broadcasting system cannot long remain free if shackled by the tentacles of governmental program control. The Blue Book is just a beginning.

Of FCC's Avco Rule requiring the advertising of stations up for sale, Mr. Conrad finds it "impossible to reconcile this procedure with the [Communications] Act" and feels that it "should wilt when subjected to judicial scrutiny." Referring to the economic effects of multiple grants in relatively small communities, he said "experience has shown that the 'survival of the fittest' philosophy is not the solution," and that "Congress can provide the Commission a formula calling for an optimum number of radio stations giving good service rather than a large number giving inferior service."

Mr. Conrad is a member of the Madison law firm of Aberg, Bell, Blake & Conrad.

Add Radio Names To Lobby Register

SEVERAL radio and advertising names have been added to the Congressional lobby registration list in the past few weeks.

Latest radio men to file statements under the Lobbying Act of 1946 are Victor Sholis and Louis Caldwell, director and counsel, respectively, for Clear Channel Broadcasting Service; and Harry J. Daly, Washington attorney representing the following: Hillsdale Broadcasting Co., Hillsdale, Mich.; WCNT Centralia, Ill.; WLDS Jacksonville, Ill.; WSIV Pekin, Ill.; Mississippi Broadcasting Co.-WMBC, WCOC, WJQS—Jackson, Miss.; Kewanee Broadcasting Co., Kewanee, Ill.; and KJSK Columbus, Neb.

Two advertising agencies are also included on the list—Leo Burnett Co., Chicago, for margarine manufacturers and N. W. Ayer & Son for the National Assn. of Electric Companies.

The list has been growing since the first of the year when Attorney General Tom Clark authorized an overall investigation of lobbying practices [BROADCASTING, Jan. 19 and 26].

Plan New Relay Stations For 'Voice of America'

STEPS are underway by the State Dept. for building new, powerful relay stations in Europe to increase the effectiveness of "Voice of America" broadcasts, particularly in the Soviet sphere of influence.

It was felt that the stations may help to overcome the "jamming" of U. S. broadcasts to Siberia. The "jamming" is reportedly continuing despite an official protest to Moscow last month.

The building program is made possible by a $3,000,000 supplemental fund the State Dept. expects to receive soon. The fund is contained in an appropriation bill containing money for other agencies and is now in conference committee, but both House and Senate have agreed to the State Dept. fund.

News

HARRISON COLSON, former news editor and overseas correspondent for NBC in Honolulu, has joined news staff of WFAA Dallas.

GUS POLLES, former night manager of UP Bureau in Des Moines, has joined news department of KRNT Des Moines. He replaces **JIM COONEY**, resigned. Mr. Polles previously was with Chicago Daily News, Waukegan (Ill.) Sun, Akron Beacon Journal and UP Chicago bureau.

Mr. Polles

JIM COX, sportscaster on CKNW New Westminster, B. C., has been appointed to handle broadcasts of Inter-City Box Lacrosse games over CKNW.

THURSTON MACAULEY, news chief of Army's Blue Danube Network in Austria, has also been appointed Vienna correspondent of ABC.

RAYMOND C. McCAY, radio commentator and public relations man in Atlanta, Ga., is the father of a girl, Sherry Marie.

JACK SHELLEY, news manager of WHO Des Moines, was one of the recipients of Missouri Honor Awards for Distinguished Service in Journalism, named by U. of Missouri School of Journalism, May 7.

ELINOR CANEDY, commentator on KSDJ San Diego, has resigned to freelance in New York.

ROBERT BENDICK, news and special events director for CBS television, is the father of a girl, Karen Ann.

MIKE ERRICO has joined WNLK Norwalk, Conn., as sportscaster.

DAVE ATCHISON, farm news editor of NBC Central Division press department, is the father of a girl, Kathleen Anne.

Staff Removes Equipment As Fire Threatens WWSR

QUICK thinking and far-sighted planning saved WWSR St. Albans, Vt., from possible destruction when a major fire broke out the night of April 28 in a large brick block just an alley-width from the station's offices and studios.

All speech input equipment and amplifiers, which had been installed with jacks for quick changes, plus console, office furnishings etc. were quickly removed by the staff and piled on the street two floors below. The fire, which destroyed living quarters of 32 people and 6 businesses, was finally brought under control at 5 a. m. and the equipment was carried back up by the staff. The station signed on from its regular studios at 7 a. m. that morning.

Station Manager and Mrs. Warren Marsden had been trapped in a fourth floor apartment, but managed to escape via a flimsy fire escape which had been awaiting repairs.

KFMB sells SAN DIEGO ...better than ever!
Now 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Rope 'Em In!
America's foremost singers of Western tunes, The Texas Rangers, are ready to lasso their large audience into your sales room. They rope 'em in with their wide selection of favorite tunes, beautifully transcribed. These transcriptions, numbering in the hundreds, are virtually as flexible as live talent. They allow you to spot your messages wherever you want them. In other words, you add The Texas Rangers to your sales force at a price scaled to fit your market and station. You'll find perfect harmony...in songs and sales.
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.
Geo. B. Halley, Mgr. Syndicated Features

5000 WATTS SOON!
CBS EL PASO KROD
KEY STATION-SOUTHWEST NETWORK

Promotion

ONE YEAR ago KGO San Francisco began paid-space radio news column in four metropolitan daily papers in the Bay Area. Station reports last month the column, called "Bob Franklin's Radio News," received the highest index rating for per cent of women readers and fourth highest for per cent of men readers in Adv. Research Foundation's Continuing Study of Newspaper Reading, made by San Francisco News. "Fan mail and offers received by the radio column convinced us long ago that the column was the most effective piece of audience promotion advertising KGO has ever undertaken," says Bob Laws, KGO advertising, promotion and publicity manager.

WGAC Reach

"THE OLD Boarding House Reach Was Never Like Ours," says WGAC Augusta, Ga., on cover of its latest coverage data folder. Prepared in handy file-folder form, piece presents maps showing station's daytime primary coverage area and daytime unduplicated coverage. Maps are done in colors on bright yellow background. Facts on area's population, business, etc. also are included.

'TV Is Coming'

EIGHT-FOOT signs on side of Buffalo Evening News trucks now proclaim "Television Is Coming—WBEN-TV—See Your Radio Dealer." Station is using 100 signs. Formal opening for the News' video station is set for Friday, May 14, and paper will issue special television section following day.

Shave Contest

"CLOSEST SHAVES" of contestants—their narrowest escape from danger—are to be entered in $25,000 prize essay contest on "Mystery Theatre," sponsored by Molle Shaving Cream Fridays at 10 p.m. on NBC. Contest, to open May 14 and close June 18, offers a $3,500 vacation trip, or same amount in cash, as grand prize. Contestants must enclose two end-flaps of carton from any tube or jar of the shaving cream.

Flour for Europe

HOUSEWIVES throughout West Coast listening area have opportunity to contribute flour to hungry Europe, at no cost to themselves. Flour to Europe project is under auspices of Fisher Flouring Mills Co. and is conducted on "James Abee Observes" over KGO San Francisco and ABC Pacific Coast Network. Fisher is donating flour for Europe on pound-for-pound basis to match purchase of Fisher's Biskit Mix, one of its products. Purchasers who clip top of package and mail it to Flour-for-Europe, Box 84, Seattle, insure the earmarking of 2½ pounds of bread flour for European relief. At end of drive, Fisher will distribute total quantity of contributed flour among U. S. accredited relief agencies. Pacific National Adv., Seattle, is agency for Fisher.

Guest Popularity

MOST POPULAR guest to appear on ABC's "Breakfast Club" during 12 months preceding June 23, 1948, will be selected from poll which currently is being conducted among cast members and all departments of ABC and Don McNeill Enterprises Inc. Personality who is chosen "best all-around guest" will be invited to appear on June 23 broadcast of Club's 15th anniversary program.

KFI Harmonica

LATEST AID for "calling secretaries, hailing taxicabs, or making noise at parties" comes in form of a small harmonica on KFI Los Angeles' most recent promotion letter plugging its new 750-ft. antenna. "This fine musical instrument," says the letter, "can be used for everything but making music. Leave that—and everything else that provides a background for a selling message on the air—to us."

WHBC Awards

NATION'S outstanding school orators and thespians, all state champions, gathered in Canton, Ohio, April 30 and May 1 for 14th annual tournament of National Forensic League. WHBC Canton cooperated by awarding gold medal and victory trophy, suitably inscribed, to winner in Radio Announcing division. Contestants competed for awards by reading commercial announcements and news broadcasts prepared by WHBC news staff. Station Manager Robert C. Fehlman presented the trophy to winner's school as permanent award and gold medal to winner. In addition, WHBC originated six broadcasts during eliminations and finals.

Swift Contest

FOUR GRAND prizes of $500 each, plus 400 toasters, are being offered as awards on new contest sponsored by Swift & Co. on its portion of ABC "Breakfast Club." Listeners must submit favorite recipes to "Martha Logan" of Swift's home service department. Recipes, which require use of sponsor's product (Prem), will be judged in four categories: (1) main course dishes, (2) casserole dishes, (3) sandwiches and (4) salads and appetizers.

WINNER of Frances Holmes achievement award, given by Los Angeles Advertising Women Inc., to "most outstanding advertising woman in Southern California" for her writing, producing and commenting on K M P C Hollywood's "Woman's Voice" program, is Jeanne Gray (l). Ralph Edwards, m.c. of NBC "Truth of Consequences" and m.c. at presentation dinner, assists in holding the trophy. Agnes Moorhead (r), film star, made presentation.

Song Title Contest

SONG TITLES mentioning either fabrics, colors or articles of clothing were subject of contest recently conducted over WRC Washington on "Patterns in Music," sponsored by Washington's seven House of Fabrics shops. New Singer sewing machine, course of sewing lessons and enough fabric for complete outfit were offered to listener who compiled most complete list. Station reports Library of Congress was jammed during five weeks contest ran and several Congressmen requisitioned music title volumes from the library after constituents complained they weren't able to get at books. Winning entry listed titles of 4,527 songs.

Ball Schedule

BAT and ball drawings decorate front of Yankee Stadium Baseball schedules being distributed by WABD New York. Bat carries inscription, "Play Ball!" and the DuMont station's call letters and channel appear on ball. Complete schedule of New York Yankees home games is included. Heading states: "Again this year WABD and Ballantine offer you a reserved television seat for the New York Yankees' home games . . . you'll always have a reserved seat for a good show on WABD . . ."

D. J. Contest

ASPIRING disc jockeys have opportunity to fulfill their desire in new contest sponsored jointly by Kovar Appliance Co. and KREL Goose Creek, Tex. Format includes month's contest, during which listeners are asked to write letter on "Why I Would Like to Be a Disc Jockey." Composer of best letter will receive General Electric radio and will act as guest disc jockey on one hour of station's "Club 1360" program.

KVOO Give-Away

IN LIGHT of mounting interest in Presidential election year, KVOO Tulsa is offering a 24-page booklet titled "The Book of Presidents" to listeners free on request. Offer is made on Ken Miller's evening newscast, "News and Views." Back of booklet carries listing of time for all KVOO newscasts.

WNBC Puzzle

CROSS-WORD puzzle ad promoting station's programs was inserted in recent issue of New York Journal-American by WNBC New York. For correct solution to puzzle, readers must contact WNBC.

Special Section

PUBLICATION on June 13 of a supplement containing comprehensive review of the television field was announced last week by New York Times. Section, to include both present and prospective developments in the field, also will cover major phases of FM and AM.

Sports Brochure

BROCHURE on "Sports Clinic" of WFIL Philadelphia has been published by station in two colors under title "1,000 Kids Went to School on Saturday!" Piece tells in words and pictures what happened when "Sports Clinic" with Tom Moorehead and Don Kellett, WFIL sports authorities, went on first of a series of road shows to give children in outlying communities a chance to see the program live.

Food Fair Celebration

WEEK-LONG series of breakfast parties were held at WCBM Baltimore in connection with 27th anniversary celebration of Food Fair, which sponsors "Dialing for Dollars" on WCBM. Breakfast parties were climaxed with special afternoon program at station, attended by some 3,000 women, station reports. Theodore A. Newhoff Adv., Baltimore, planned and supervised parties.

WMCA Salutes

SALUTES to communities in New York, New Jersey and Connecticut are being presented by WMCA New York, in new program and promotion campaign, called "City of the Week." Station honors different community each week. Perth Amboy, N. J., first city to be honored, provided many "examples of civic cooperation," station reported. Billboards, window cards, movie trailers and even a parade promoted the celebration.

Good Luck Peat

CHUNK of peat imported from Ireland is being sent by John Feeney, m. c. of "Songs of the Old Sod" on WINS New York, to listeners who contribute to New York Heart Fund campaign. The peat is said to be a good luck talisman.

WMIN Rally

WHEN WMIN Minneapolis-St. Paul staged "Welcome Home, Saints" rally for St. Paul baseball team whose games it broadcasts, turnout exceeded expectation, station reports. More than 3,000 persons jammed St. Paul Auditorium and some 7,500 were turned away. In addition to introducing baseball players and winners of King and Prince Fans contests, WMIN presented an 11-act entertainment program and gave away $1,000 in prizes.

RCA 'Magic'

"THE MAGIC of Making Television Picture Tubes" is told in booklet under that title released by RCA Dept. of Information. Brightly colored, seven-page booklet, illustrated with many pictures, tells story of step-by-step process of manufacturing tubes in RCA plant at Lancaster, Pa. Cover of booklet shows giant hand holding large kinescope tube above the earth.

WPEN Schedule

MONTHLY program schedule has been drawn up by WPEN Philadelphia and packaged in three-color, four-page folder for advertising agencies, announcing that WPEN is "Philadelphia's Best Radio Buy." Piece asserts that WPEN delivers more daytime listeners than all other Philadelphia independents combined and more than two of the Quaker City's network stations.

Promotion Personnel

WILLIAM WYLIE, manager of ABC program promotion division, has transferred to network's stations relations department Eastern Div. **HERB CUNNIFF**, head of guest relations department at ABC Central Division, has resigned to enter Army's Officer Candidate School at Fort Riley, Kansas. **HARRY JEFFRIES** has succeeded him.

A. W. (Sen) KANEY, station relations manager of NBC Central Div., is making annual tour of affiliated stations in Central Div. area.

CONNIE RIVARD, member of ABC Central Division press department, and **DAVID KIMBLE** of NBC Central Division, were married May 1.

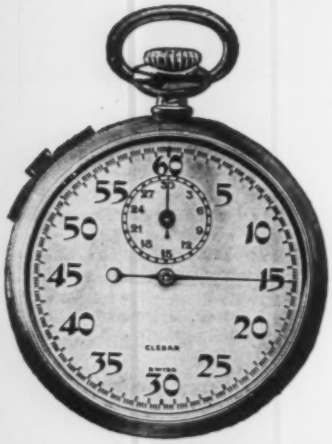
Accurate

STOP WATCHES

by CLEBAR

For unfailing ACCURACY in timing you can rely on Clebar precision timers. They have proved their dependability in leading studios, laboratories and colleges.

CLEBAR TIMERS MEET THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST.



No. 652 CLEBAR

No. 654 CLEBAR TIMER

1/5 second, 30 minute register. Start, stop, start again from crown; push button returns to zero. 7 jewel non-magnetic movement; nickel chrome case.....Each $18.50

No. 652 CLEBAR TIMER—

1/5 second. Long hand registers fifths of seconds; small hand minutes up to 30. Side slide for starting and stopping; pressure on crown returns to zero. Chrome case; 7 jewel non-magnetic movement.....Each $18.50

EVERY CLEBAR TIMER IS ELECTRONICALLY SET, RIGIDLY TESTED, AND GUARANTEED FOR ONE YEAR.

If interested in other models Send for Illustrated Catalog B

CLEBAR WATCH CO., Inc.

551 FIFTH AVE., NEW YORK 17, N. Y.

ACTIONS OF THE FCC

APRIL 30 to MAY 6

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

April 30 Decisions . . .

BY COMMISSION EN BANC

AM—1220 kc

Hub City Bcstg. Co., Hattiesburg, Miss.—Granted CP new station 1220 kc 250 w D; engineering cond.

AM—1230 kc

Granite State Bcstg. Co. Inc., Claremont, N. H.—Granted CP new station 1230 kc 250 w unl; engineering cond.

J. James Glancy, Kingman, Ariz.—Granted CP new station 1230 kc 250 w unl.; engineering cond.

AM—1320 kc

Hocking Valley Bcstg. Corp., Lancaster, Ohio—Granted CP new station 1320 kc 500 w D; engineering cond.

AM—1600 kc

A. M. Respondek, Cureo, Tex.—Granted CP new station 1600 kc 500 w D.

AM—1590 kc

Haygood S. Bowden, Camden, S. C.—Granted CP new station 1590 kc 1 kw D; engineering cond.

Reinstatment of CP

WEKR Fayetteville, Tenn.—Granted reinstatement of CP authorized Aug. 28, 1947, for new station 1240 kc 250 w unl.; engineering cond. (Original CP was deleted Jan. 6, 1948, because permittee had failed to comply with cond.).

AM—1240 kc

KVLF Alpine, Tex.—Granted CP change frequency from 1490 to 1240 kc and make changes in trans.

AM—1460 kc

KIMA Yakima, Wash.—Granted CP increase D power from 500 w to 1 kw and change type trans.; engineering cond.

Hearing Designated

Guilford Bcstg. Co., Greensboro, N. C.—Designated for hearing application for new station 1400 kc 250 w unl. and made WSIC Statesville, and WHLF South Boston, Va., parties to proceeding.

Petition Denied

Charles Wilbur Lamar Jr., Morgan City, La.—Adopted order (1) denying petition requesting Commission to reconsider his application for new station 1450 kc 100 w uni and grant same without hearing; (2) ordered that Commission's order designating application for hearing April 10, 1947, be amended to conform to application as amended, and (3) made station WNOE New Orleans party to proceeding.

AM—900 kc

Cumberland Pub. Co., Pikeville, Ky.—Granted CP new station 900 kc 1 kw D; engineering cond.

AM—1310 kc

Dixie Bcstg. Co., Jackson, Tenn.—Granted CP new station 1310 kc 1 kw D; engineering cond.

AM—1600 kc

N-K Bcstg. Co., Muskegon, Mich.—Granted CP new station 1600 kc 1 kw D; engineering cond.

AM—960 kc

Rogers City Bcstg. Co., Rogers City, Mich.—Granted CP new station 960 kc 1 kw D; enginering cond.

AM—960 kc

The Shawano County Leader Pub. Co., Shawano, Wis.—Granted CP new station 960 kc 1 kw D.

AM—1220 kc

Grayson Bcstg. Corp., Denison, Tex.—Granted CP new station 1220 kc 1 kw D; enginering cond., also subject to condition that Burton V. Hammond Jr., pres. and director of Grayson Bcstg. Corp., sever his association with KRRV.

Hearing Designated

Ellis County Bcstg. Co., Waxahachie, Tex.—Designated for hearing application for new station 1390 kc 1 kw D-DA and made stations KGVL Greenville and KEBE Jacksonville, Tex., parties to proceeding.

Modification of CP

WTRY Troy, N. Y.—Granted application to mod. CP to incorporate changes in DA to afford greater protection to Canadian assignments in London, Ont., and Verdun, Que.

Hearing Designated

KLIK San Diego, Calif.—Designated for hearing application requesting change in assignment from 740 kc 5 kw D-DA to 1450 kc 250 w unl.

Good Neighbor Bcstg. Co., San Antonio, and Metropolitan Bcstg. Co., Alamo Heights, Tex.—Designated for consolidated hearing applications for new stations 1240 kc 250 w unl.

Beatrice Bcstg. Co. and Blue Valley Bcstg. Co., Beatrice, Neb.—Designated for consolidated hearing applications for new stations 1450 kc 250 w unl.

Chanute Bcstg. Co., Chanute Kan. and The Ponca City Pub. Co., Ponca City, Okla.—Designated for consolidated hearing application of Chanute Bcstg. Co. for 1460 kc 250 w D and application of The Ponca City Pub. Co. 1460 kc 1 kw unl. DA.

Greer Bcstg. Co., Greer, and Piedmont Bcstg. Co., Greenville, S. C.—Designated for consolidated hearing application of Greer Bcstg. Co. 900 kc 250 w D; and Piedmont Bcstg. Co. 890 kc 1 kw D; and ordered that if final decision in matter is issued prior to final decision in matter of daytime skywave interference hearing, and Piedmont Bcstg. Co. is successful applicant, its application shall be returned to Commission's pending file.

El Camino Bcstg. Co., San Fernando, Calif.—Designated for hearing application for new station 610 kc 500 w D in consolidated proceeding with application of United Nations Bcstg. Corp.

Petition Denied

Surety Bcstg. Co., Charlotte, N. C.—Adopted memorandum opinion denying petition of Surety Bcstg. Co. dated Jan. 21 seeking reconsideration and grant of application without hearing and petition of March 1 seeking reconsideration, removal from docket and restoring application to processing line.

WHLD Niagara Falls, N. Y.—Adopted memorandum opinion and order denying petition for reconsideration of action taken Feb. 27 in dismissing amendment to WHLD's application to change facilities and designating same for consolidated hearing; ordered that order of Feb. 27 be amended and clarified in some respects, and that further hearing scheduled for May 3 at Washington shall be for taking of engineering testimony on three applications in consolidated proceeding, for further cross-examination of such witnesses of Concord Bcstg. Corp. as will be convenient for witnesses and parties, and for presentation of so much of affirmative case of The Niagara Falls Gazette Pub. Co. as will be convenient to parties, and that any further testimony desired shall be taken at Niagara Falls on date to be determined.

Mansfield Journal Co., Mansfield, and The Lorain Journal Co., Lorain, Ohio—Adopted memorandum opinion and order denying petition of Mansfield Journal Co. and The Lorain Journal Co. for continuance of oral argument in proceeding scheduled May 4.

Modification of CP

KPUG Bellingham, Wash.—Granted application to mod. CP to make changes in DA.

CP Records Deleted

WSLA Hammond, La.—Granted request to delete records relative to CP authorizing new station 1110 kc 250 w D, mod. CP and license granted Aug. 19, 1947, cancelling said authorizations and dismissing without prejudice pending application.

TV—60-66 mc

Video Bcstg. Co., Portland, Ore.—Granted CP new TV station; Channel 3 (60-66 mc), vis. 15.5 kw, aur. 9 kw, ant. 865 ft.

Hearing Designated

Video Bcstg Co., Radio Diablo Inc. and FM Radio and Television Corp., San Jose, Calif.—Designated for consolidated hearing applications requesting TV Channel 13 allocated to San Jose.

Miss. Valley Bcstg. Co., Loyola U. and New Orleans Television Co., New Orleans—Designated for consolidated hearing TV applications for New Orleans metropolitan district.

Richmond Radio Corp., Larus & Bro. Co. Inc., Lee Bcstg. Corp. and Southern Bcstrs. Inc., Richmond, Va.—Designated for consolidated hearing TV applications for Richmond.

Badger Bcstg. Co. and Radio Wisconsin Inc., Madison, Wis.—Designated for consolidated hearing applications for TV Channel 9.

Advertisers Press Inc. and Booth Radio Station Inc., Flint, Mich.—Designated for consolidated hearing applications for new TV station.

Wisconsin Bcstg. System Inc., Hearst Radio Inc., Kapital Bcstg. Co. and WEXT Inc., Milwaukee—Designated for consolidated hearing applications for new TV station.

Hudson Valley Bcstg. Co., The Press Co. Inc., Patroon Bcstg. Co. Inc., Van Curler Bcstg. Corp. and Meredith Pub. Co., Albany, and Troy Bcstg. Co., Troy, N. Y.—Designated for consolidated hearing applications for new TV stations in Albany-Troy-Schenectady area.

Extension Granted

KRED Eureka, Calif.—Granted authority for interim operation of FM station for period of 30 days pending action on application for extension of CP.

April 30 Applications . . .

ACCEPTED FOR FILING

Stanislaus County Bcstrs., Inc., Modesto, Calif.—CP new standard station 970 kc 1 kw DA-N unl. AMENDED to use DA-DN.

KRUS Ruston, La.—CP change frequency from 1490 to 1230 kc, contingent upon KNOE being granted change of facilities.

KELN Ely, Nev.—CP reinstates CP new standard station 1230 kc 250 w unl.

Modification of CP

WRRF Washington, N. C.—Mod. CP changes in vertical ant. and to mount FM ant. on top of AM tower, to change hours from D to unl., increase 5 kw D to 5 kw-D 1 kw-N and install DA-N.

AM—1340 kc

Donald W. Reynolds, Okmulgee, Okla.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1360 kc, power from 250 w to 500 w D and hours from unl. to D.

License Renewal

WJVA South Bend, Ind.—License renewal AM station.

Modification of CP

WJLD-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WRLD-FM West Point, Ga.—Same.

KWBB-FM Wichita, Kan.—Same.

KPDR-FM Alexandria, La.—Mod. CP new FM station to decrease ERP from 55 kw to 48 kw, decrease ant. height above average terrain to 217 ft., overall height above ground to 260 ft.

WHDH-FM Boston—Mod. CP new FM station for extension of completion date.

WNAC-FM Boston—Same

WGTR Worcester, Mass.—Same.

WCAR-FM Pontiac, Mich.—Same.

WROW-FM Albany, N. Y.—Mod. CP new FM station to increase overall height above ground to 321 ft.

WWOL-FM Buffalo, N. Y.—Mod. CP new FM station to change ERP to 13 kw, ant. height above average terrain to 256 ft.

KDKA-FM Pittsburgh—Mod. CP new FM station for extension of completion date.

WPRO-FM Providence, R. I.—Same.

WKPB Knoxville, Tenn.—Same.

WNHC-TV New Haven, Conn.—Mod. CP new commercial television station for extension of completion date.

TV—174-180 mc

WKAT Inc., Miami Beach, Fla.—CP new commercial television station on Channel 7 174-180 mc, ERP vis. 18.6 kw, aur. 9.8 kw and unl. AMENDED to change ERP from 18.6 kw to 24.8 kw.

Modification of CP

WWJ-TV Detroit—Mod. CP new commercial television station for extension of completion date.

KBTV Dallas, Tex.—Same.

TV—186-192 mc

The Walmac Co., San Antonio, Tex.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 22.713 kw, aur. 11.3565 kw unl.

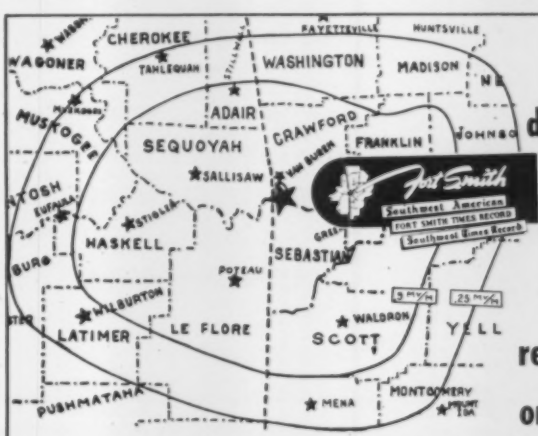
Petition to Reinstate

The Monumental Radio Co., Baltimore — CP new commercial television station on Channel 6, 82-88 mc ERP vis. 16 kw, aur. 9 kw unl. Petition to request reinstatement of application and rule making procedure in connection with Sec. 3.606 of rules and regulations.

Modification of CP

Board of Education of San Francisco Unified School District—Mod. CP new noncommercial educational FM station for extension of completion date.

(Continued on page 76)



KFSA delivers a market . . . reached only from

Inside Forth Smith

The number 2 market in Arkansas . . . the hub of a rich and varied agricultural market . . . the center of the state's greatest industrial development.

This market has over 33 million dollars from manufacturing sales . . . and 35 millions from retail sales. Effective buying power is set at 58 millions per year . . . bank deposits are over $1100 per capita! Truly A GREAT MARKET . . . brought to you through KFSA . . . Fort Smith.

KFSA 950

FORT SMITH ARKANSAS

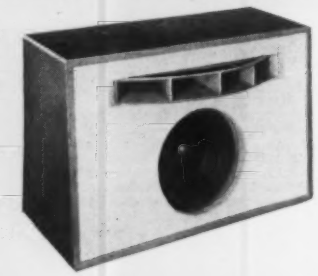
AMERICAN BROADCASTING COMPANY AFFILIATE

KFSA/fm—107.7 Megacycles, Channel 299

REPRESENTED NATIONALLY BY

TAYLOR • HOWE • SNOWDEN *Radio Sales,* INC.

See it at the NAB Convention!

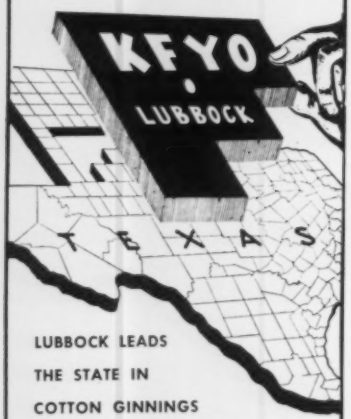


Loudspeaker Line

From the dual-unit, 30-watt 757A illustrated, to the 8-watt 755A, every speaker in the Western Electric line provides unmatched tonal brilliance — combined with small space requirements. See the line at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric
— QUALITY COUNTS —

You Can't Complete This Picture Without



LUBBOCK LEADS
THE STATE IN
COTTON GINNINGS

Lubbock County topped all the Counties in the State of Texas in cotton ginning this year! . . . In terms of money this has brought to Lubbock County farmers an estimated $31,000,000.00 . . . and to the 15 counties on the South Plains of Texas $165,000,000.00 This is the market dominated by KFYO—the station with a consistent clear signal!

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales INC.

Production

DAN RUSSELL, formerly with NBC, CBS and ABC, has been appointed program director of WGBS Miami, Fla. He was with NBC from 1931 to 1941 and for a time was head of network's announcers' training school and in charge of international division. At CBS he was with international division from 1941 to 1945 after which he joined ABC as staff producer. **FRANCES CARLSON**, former radio traffic manager with Henri, Hurst & McDonald, Chicago, has joined WGBS as program department assistant.

EVERETT (Hal) HOUGH, former program director and assistant manager of KOME Tulsa, Okla., has been appointed program director of WJBK and WJBK-FM Detroit. Mr. Hough, who has been in radio 10 years, previously was with KFRU Columbia, Mo., WHO Des Moines, KGGF Coffeyville, Kan., KUOA Siloam Springs, Ark., KMBC Kansas City.

Mr. Hough

NANCY OSGOOD, director of women's activities for WRC Washington, has been elected vice president of Women's Advertising Club of Washington.

PETER WOLF, known in radio as **PAUL WILSON**, has resigned as announcer-writer with KFRO Longview, Tex., to start cooperative AM station with several other veterans.

ROBERT WESTERMEIER, new to radio, has joined announcing staff of WCSI (FM) Columbus, Ind.

DON SINGER has joined announcing staff of WLAD Danbury, Conn.

CHARLES AVERY, actor, formerly on shows over WNBT New York, has joined announcing staff of WMID Atlantic City, N. J.

BOB MAURER has been appointed chief announcer of WTHT Hartford, Conn.

BOB PLATT, member of continuity department at WIND Chicago, has been appointed assistant program director and production chief. **CAROL STUIVE** has been appointed assistant to **FLORENCE FOLSOM**, WIND continuity chief, and **BOB FINNEGAN** and **BOB JAMES** have joined announcing staff.

WILLIAM KROUGH, formerly with WCNC Elizabeth City, N. C., has joined WGLN Glens Falls, N. Y., as program director.

GLEN HUNT, formerly with WGAD Gadsden, Ala., has joined announcing staff of WOAI San Antonio. He previously was with KLRA Little Rock, Ark., KTSA San Antonio, KRRV Denison and KGKB Tyler, Tex.

BILL PHARR, formerly with KPRC Houston, has joined announcing staff of WFAA Dallas. Previously he was with KFDM Beaumont, Tex. and KTBS Shreveport.

ROBERT STERRETT, announcer at WTON Staunton, Va., has received Bronze Star Medal from Army Secretary Kenneth Royal for "meritorious achievement in ground operations against the enemy, European Theatre of Operations, during the Rhineland campaign."

BILL LAWSON, formerly with WKOK Sunbury, Pa., has joined WPDX Clarksburg, W. Va., as announcer.

HOWARD BOGARTE has joined WFAA Dallas, as announcer. He conducts a Saturday after-midnight disc show called "Bogarte's Belfry."

IRWIN (HAP) KAUFMAN, writer-producer of KGO San Francisco, and Betty Roche have announced their marriage.

BILL McCAIN, chief announcer and production manager of WAGA Atlanta, has been elected to honorary membership in Di Gamma Kappa, national radio fraternity.

MIKE HUNNICUTT, m.c. with WOL Washington, has received engraved plaque from U. S. Marine Corps in appreciation of his promotion of Marine Reserve Recruiting Drive.

KEN BERRYHILL has joined regular announcing staff of WDIA Memphis. He previously handled a record show on station.

JIM MILLS, hillbilly director at WIBX Knoxville, and Marjorie Nunnally have announced their marriage. **LLOYD PAYNE**, also with WIBX as record m.c., and Bettye Pope were married April 2.

JERRY GATES, conductor of "Smile Program" orchestra on WFAA Dallas, is the father of a girl, Jerrel.

BEULAH KARNEY, women's director and home economist at WENR Chicago, has been appointed food editor of Liberty of Canada magazine. Miss Karney also is food editor of Liberty in U. S.

TED STEELE, veteran of 15 years' experience as announcer, radio organist, singer, pianist and novachordist, May 3 started solo weekly television show over WPTZ Philadelphia under title "Piano Patter."

FRED CRANE, KFAC Hollywood announcer, and Ruth Seder were married May 2.

DEC SONNER has joined KFI Los Angeles transcription department, replacing **MAXINE McKIBBEN**, resigned.

CRAIG RICE, radio mystery writer, and **H. W. DeMOTT Jr.**, writer and radio producer, were married April 30 in San Diego.

Breneman Memorial

ESTABLISHMENT of a Tom Breneman Memorial Fund, in tribute to the late radio star, was announced last week by Don McNeill, toastmaster of ABC's "Breakfast Club." Contributions will be accepted by American Heart Assn. in Chicago. Appeals will be made throughout May during regular feature of "Breakfast Club" in which listeners usually are asked to send messages of cheer to persons in certain designated hospitals.

WMAL AM, FM AND TV STAFF IS REORGANIZED

REORGANIZATION of the AM, FM and TV operations of the Evening Star Broadcasting Co., Washington, was announced last week by Kenneth H. Berkeley, vice president and general manager of the ABC affiliate. Fred Shawn, formerly of NBC New York, has been named manager of television and broadcast operations. Harry Hoskinson, WMAL producer, will be Mr. Shawn's TV assistant.

Mr. Shawn first joined NBC in Washington in 1933, as announcer, later becoming assistant manager and program manager. He went to NBC New York in 1945 as administrative assistant to the vice president in charge of programs, Clarence Menser, who was replaced by Ken Dyke. Mr. Shawn succeeds Burke Crotty, now with ABC television in New York.

Frank Harvey, with WMAL for a year, is now chief engineer in charge of AM, FM and TV technical operations. Earl Hilburn is his assistant. Ben Baylor Jr., assistant general manager, and sales manager of the three stations, continues in that position. Arthur Weld Jr., formerly of WRGB Schenectady, has been appointed television production director.

Issues for TV Rate Inquiry Revealed

Lawfulness and Justification To Be Considered

FCC's investigation of AT&T and Western Union rates for network television facilities, slated to start June 15 [BROADCASTING, May 3], will center on the lawfulness of the rates, their bases and justification, and their relationship to "actual and potential need and demand" for such services.

The hearing issues, disclosed last week, also call for inquiry into the "reasonableness" of (1) AT&T's restriction on interconnection of its intercity channels with those of other companies, and (2) Western Union's specification of a one-year minimum contract period.

Purpose for Authorization

The investigation was ordered on petition of Television Broadcasters Assn., which also sought —but unsuccessfully—to have the May 1 effectiveness of the rates suspended.

The Commission pointed out that it had authorized commercial operation of the AT&T New York-Washington coaxial cable "for the purpose, among others, of avoiding discrimination and preference in favor of television broadcasters as against other broadcasting services." Further, FCC said, suspension of the rates "might result either in the discontinuance of the video transmission service during the period of such suspension, or in the rendition of the service without charge, at the expense of other users of the telephone companies' services."

Similar considerations prevail with respect to Western Union rates, the Commission added.

It was also pointed out that television broadcasters may seek refunds on any charges paid in excess of whatever rates are found to be "just and reasonable."

Rate Basis

AT&T's rates, applicable to both coaxial cable and microwave relay systems, are based on $35 per airline mile per month for eight hours' daily service on unshared channels, or, where television use of a channel must be shared, $25 per airline mile per month for four hours service daily. WU rates, applicable to two reversible radio beams slated to be in use between Philadelphia and New York in June, will be $4,700 a month for one reversible channel connecting the two cities from 4 p.m. to midnight daily.

XUM

Comedians and Lux Lead Pulse Rating

JACK BENNY, *Lux Radio Theatre*, and Fred Allen continued as the three top shows in The Pulse ratings for April, released last week, while sets-in-use showed a slight decrease.

Arthur Godfrey, *Helen Trent*, and *Breakfast Club* led the daytimers.

The average sets-in-use figure for April was 25.0, compared to 25.5 for the preceding period. Detailed Pulse quarter-hour ratings follow:

EVENING

Jack Benny	28.8
Lux Radio Theatre	27.9
Fred Allen	25.3
Charlie McCarthy	24.3
Fibber McGee & Molly	22.0
Fitch Bandwagon	21.2
Bob Hope	20.7
Truth or Consequences	20.5
Amos 'n' Andy	20.0
Walter Winchell	19.3

DAYTIME

Arthur Godfrey	8.7
Helen Trent	8.5
Breakfast Club	8.0
Big Sister	7.8
Our Gal Sunday	7.7
Rosemary	7.7
Ma Perkins	7.7
Wendy Warren	7.6
Aunt Jenny	7.3
Guiding Light	7.2

SATURDAY & SUNDAY DAYTIME

The Shadow	11.8
Quick as a Flash	9.0
True Detective	8.8
Counterspy	7.9
One Man's Family	7.8
House of Mystery	7.7
Theatre of Today	7.6
Grand Central Station	7.3
Quiz Kids	7.3
Stars Over Hollywood	7.3

Pulse Shows Increased FM Set Owners in N. Y. Area

LATEST PULSE Inc. report indicates increased FM set ownership since January in New York's metropolitan area, showing that 5.6%, or 168 of the 3000 homes surveyed, contain sets. The January survey indicated that 2.1%, of the homes had sets.

FM ownership is not restricted to upper income homes, the report revealed, since about 37% of sets are owned by families in the lower bracket.

Video Set Merchandising Is Discussed by NRDGA

DISCUSSION of problems in merchandising television sets resulted in the establishment of a new subcommittee on television of the vendor relations committee, National Retail Dry Goods Assn., at an association meeting in New York May 3.

Major difficulty concerned the "inadequate" initial markup allowed retailers by manufacturers of video sets. Assumption by retailers of installation charges on a set before the set is sold to the ultimate consumer and servicing after home installation were cited as other problems.

Alexander G. Lewi of Bamberger & Co., Newark, N. J., was appointed committee chairman.

New Business

(Continued from page 16)

York; WPTZ Philadelphia; KTLA Los Angeles. Agency: J. Walter Thompson Co., Chicago.

Network Accounts • • •

JOHN MORRELL & Co., Ottumwa, Iowa (dog food), June 5 switches *The Lassie Show* from ABC (157 stations), Sun. 2-2:15 p.m. (CDST) to full NBC network (167 stations), Sat., 4:15-4:30 p.m. (CDST.) Agency: Henri, Hurst & McDonald, Chicago.

HELBROS WATCH Co., New York, expanded *Quick as a Flash* on MBS Sun., to 401 stations.

U. S. STEEL Corp., Pittsburgh, Sept. 5 renews for 52 weeks *Theatre Guild on the Air* on ABC, Sun. 9:30-10:30 p.m. Agency: BBDO, New York.

TONI Co., Toronto (home permanent), Sept. 9 starts to June 2 *Wayne & Shuster Show* on 27 Trans-Canada Network stations, Thurs. 9:30-10 p.m. **RCA VICTOR**, Montreal, current sponsor of show, plans to bring its Sunday afternoon NBC program to Trans-Canada as replacement. Agency for both is Spitzer & Mills, Toronto.

REVERE CAMERA Co., Chicago, May 20 adds 30 MBS stations to 50 currently airing *All Star Revue*, Thurs. 8-8:15 p.m. and changes time to Thurs. 9:30-9:45 p.m.

PROCTER & GAMBLE Co., Toronto (Dreft, Spic & Span), May 29 cancels *Life of Riley*, Sat. 8-8:30 p.m. on 24 Trans-Canada Network stations; no plans to renew in fall. Agency: Dancer-Fitzgerald-Sample, Chicago.

ALL-SPORTS SPONSOR SIGNS KOIL CONTRACT

WEBBER MOTORS, one of the largest automotive outlets of its kind in the Midwest, has just signed with KOIL Omaha, to sponsor all-sports programs over the station. Deal involves approximately $42,000 in time, talent and production costs.

All current station sports events will be transferred to Webber package at the culmination of present contracts. Program has been tagged as Webber Motors *Sportslog* and will feature Bob Steelman, KOIL sports director. Sports to be included are the home baseball games of the Omaha Cardinals (Western League), home games of the Omaha Knights Hockey Team, local high school and university athletic events and other events of general sports interest.

The idea for year 'round all-sports sponsorship by one firm was conceived and developed by William J. Newens, station manager; Forrest H. Blair, general sales manager; Virgil Sharpe, production manager; working with C. Jack Anderson, account executive for Allen & Reynolds, Omaha advertising agency, and Don Paffenrath of KOIL sales staff.

* * *

Bill Newens (l) hands contract to E. E. Webber in presence of Don Paffenrath (center) and Jack Anderson.

Coca-Cola Co.'s Summer Replacements Announced

SUMMER replacements for the Coca-Cola-sponsored shows were announced last week. Starting June 6 an eight-week replacement for Percy Faith and Jane Froman on *The Pause that Refreshes*, Sundays, 6:30-7 p.m. on CBS, will feature weekly copies of foreign programs presented by the sponsor in Europe and Latin-America.

A special orchestral group is being formed for the summer series, and each week a top-flight star will be flown to New York from the country being saluted to "guest-star" on the show.

The advertiser's *Spotlight Revue*, Fridays, 10:30-11 p.m. on CBS, will be replaced at the end of June for 13 weeks by another musical series featuring Dick Jurgens and his orchestra. D'Arcy Adv. Co., New York, is the agency.

Stanton Credits Staff

CBS President Frank Stanton credited "good team play" by the network's staff as the primary factor for the notable number of programming honors won recently. In a message to the CBS staff last week Dr. Stanton referred to recent award presentations including the New York Newspaper Guild's annual Page One award for *CBS Views the Press*, given May 5 at the Guild's annual ball.

WHB 10,000 WATTS IN KANSAS CITY
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
ANNOUNCES The Inauguration of WJDX-FM 10 KILOWATTS Effective Radiated Power Approximately 60,000 Watts On the Air April 15th
5000 - DAY 1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

FCC Actions

(Continued from page 73)

Applications Cont.:

Remote Pickup

North Carolina Central Bcstrs. Inc., area of Dunn, N. C.—CPs for two new remote pickup stations 1622, 2058, 2150, 2790 kc, one 50 w and one 100 w, emission A3 and hours in accordance with Sec. 4.403.

TENDERED FOR FILING

FM—94.7 mc

Independent Bcstg. Co., Springfield, Mo.—CP new FM station on 94.7 mc, Channel 234, ERP 3.4 kw.

Assignment of License

WDMG Douglas, Ga.—Consent to assignment of license to WDMG Inc.

Modification of CP

WAFB Baton Rouge, La.—Mod. CP change hours from D to unl., power from 1 kw D to 1 kw DN and install DA-N (1480 kc).

AM—1570 kc

James Milton Hammond, Taunton, Mass.—CP new standard station 1570 kc 1 kw D.

Transfer of Control

WGBI WGBI-FM Scranton, Pa.—Consent to involuntary transfer of control of WGBI (AM), CP for WGBI-FM and relays WEKO WEKP to M. E. Megargee, executrix of estate of Frank Megargee (deceased).

AM—1420 kc

Charles W. Scruggs, Claude W. Scruggs, Franklin T. Wilson, Alton W. Stewart d/b as The Comal Bcstg. Co., New Braunfels, Tex.—CP new standard station 1420 kc 1 kw D.

TV—82-88 mc

Hagerstown Bcstg. Co. Inc., Hagerstown, Md.—CP new commercial television station on Channel 6 (82-88 mc), ERP vis. 0.767 kw, aur. 0.384 kw.

May 3 Decisions . . .

ACTIONS ON MOTIONS
(By Commissioner Sterling)

The Fairfield Bcstg. Co., Danbury, Conn.—Granted petition for extension of time to file reply to petition of WLAD to intervene in re FM hearing and time was extended to May 5.

William & Lee A. Odessky, Los Angeles—Granted petition to accept late appearance in consolidated proceeding on application.

The Houston Post Co., Houston, Tex.—Granted petition for leave to amend application for TV station to change location of proposed studio from Lamar Hotel to 2420 Polk Ave.

Hillsdale Bcstg. Co., Hillsdale, Mich.—Granted petition for leave to amend application to specify 900 kc 500 w D DA in lieu 1280 kc 250 w D etc.; accepted amendment and removed application from hearing docket.

Pennsylvania Bcstg. Co., Philadelphia—Granted petition to reopen record in proceeding on its application and Daily News Co. application for TV stations, and record was reopened for sole purpose of receiving into it exhibit filed with petition and record was thereupon closed.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing scheduled for May 3 to May 24 at Washington.

Coconino Bcstg. Co., Flagstaff, Ariz.—Granted petition for continuance of consolidated hearing scheduled for May 3 to May 18 at Washington.

Television Productions Inc., San Francisco—Granted petition for leave to amend its application to add certain supplemental engineering data.

McLean County Bcstg. Co., Bloomington, Ill.—Granted motion for order to take depositions at Hannibal, Mo. on May 11 in re Doc. 8198.

Capitol Bcstg. Co., Trenton, N. J.—Granted petition to dismiss without prejudice its application.

WSWZ Inc., Trenton, N. J.—Granted petition for leave to amend application to specify 1260 kc 5 kw-D, 1 kw-N DA in lieu 1260 kc 5 kw unl.; amendment accepted and application removed from hearing docket.

Minnesota Valley Bcstg. Co., Mankato, Minn.—Granted petition for leave to amend application to add supplemental engineering report, etc.; amendment accepted and application removed from hearing docket.

WHLD Niagara Falls, N. Y.—Granted petition for continuance of consolidated hearing scheduled for May 3 to May 10 at Washington.

Just in Time

THE ALLEN PRESCOTT show, *The Wife Saver*, heard over WGEM Quincy, Ill. really proved to be a "family saver" recently. The station received a letter from a listener saying she had put her baby's formula on the stove and had gone on about her household chores. Then she heard over the air, "Mrs. Housewife, is something burning?" When she rushed into the kitchen, reminded of the formula, she found the milk had boiled over, extinguishing the gas, with her four children nearby. The announcement came in the nick of time, the housewife wrote WGEM.

Charles Wilbur Lamar Jr., Morgan City, La.—Continued hearing scheduled April 30 to May 28 at Washington.

Ordered that hearing on Fall River-New Bedford, Mass. TV applications scheduled for May 5-7 be continued to June 21-22 at Fall River and June 23 at New Bedford, Mass.

Continued hearing scheduled for April 30 in re application of The Naugatuck Valley Broadcasting Corp., Ansonia, Conn. to May 19 at Washington.

Granted petition of Western Washington Broadcasting Co., Puyallup, Wash., for continuance of hearing scheduled for April 30 to May 26 at Washington.

Granted petition of Model City Broadcasting Co. Inc., Anniston, Ala., for continuance of consolidated hearing scheduled for April 28 to May 27 at Washington.

Granted petition of KWTO Springfield, Mo., for continuance of hearing scheduled for April 30 to May 27 at Washington.

Continued hearing on application of Foundation Co. of Washington, Washington, D. C. from April 29 to May 14 at Washington.

Beaver Valley Radio Inc., Beaver Falls, Pa.—Ordered that action of Motions Commissioner April 2 be set aside and vacated, insofar as application of WZHD Inc., Warren, Ohio, was removed from hearing docket.

WTAX Blackhawk Bcstg. Co, Sterling, and Springfield, Ill.—Ordered that, pending determination by Commission of whether these applications should be consolidated for hearing with applications of WLPO La Salle, Ill., and for new station at Shelbyville, Ill.; continued consolidated hearing on Blackhawk and WTAX scheduled for April 29 to June 7 at Washington.

KWBU Corpus Christi, Tex.—Ordered that hearing scheduled for April 28 be cancelled. Application was dismissed at applicant's request Oct. 24, 1947, and was inadvertently scheduled for hearing.

Ordered that hearing on applications of Louis G. Baltimore and Wyoming Valley Broadcasting Co. for TV stations at Wilkes-Barre, Pa., be continued from May 3 to June 3-4 at Wilkes-Barre.

May 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WCNU Crestview, Fla.—License to cover CP new standard station.

Modification of CP

WRMS Ware, Mass.—Mod. CP new standard station for extension of completion date.

Assignment of CP

WBMS-FM Boston—Voluntary assignment of CP new FM station from Tompletone Radio Mfg. Corp. to WBMS Inc.

Modification of CP

WBET-FM Brockton, Mass.—Mod. CP new FM station for extension of completion date.

WAAT-FM Newark, N. J.—Same.

WAJR-FM Morgantown, W. Va.—Same.

WWCF Greenfield, Wis.—Same.

TV—180-186 mc

Harold O. Bishop, Harrisburg, Pa.—CP new commercial television station on Channel 8 (180-186 mc). ERP vis. 1.82 kw unl. operation. AMENDED to change ERP to vis. 3.1 kw, aur. 1.86 kw.

License for CP

National Bcstg. Co. Inc., Washington, Hollywood, San Francisco, Denver, Chicago, New York, Cleveland—Licenses to cover CPs new remote pickup stations. AMENDED to delete frequency 152.87 mc.

Modification of CP

W6XYL W6XYK Earle C. Anthony, Inc., Los Angeles and neighboring counties—Mod. CPs new experimental television relay stations, for extension of completion date.

Reinstatement of CP

W2XNJ North Jersey Bcstg. Co. Inc., Clifton, N. J.—Reinstatement of CP new experimental television station to operate on frequencies to be assigned by FCC chief engineer from time to time, power vis. and aur. 1 kw, emission: A3 A5 special and special for FM.

TENDERED FOR FILING

Transfer of Control

KTUC Tucson, Ariz.—Consent to transfer of control of licensee from Burridge D. Butler (deceased) to Thomas E. Murphy and James E. Edwards, co-executors of will of said Burridge D. Butler.

KOY Phoenix, Ariz.—Consent to transfer of control of AM station KOY and relay KEGX from Burridge D. Butler (deceased) to Thomas E. Murphy and James E. Edwards, co-executors of will said Burridge D. Butler.

WLS Chicago—Consent to transfer of control of AM station WLS and relays WOEB WEGA WEGB WEGC from Burridge D. Butler (deceased) to Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler.

May 4 Decisions . . .

BY THE SECRETARY

KNUZ Houston, Tex.—Granted license for new station and change studio location, 1230 kc 250 w unl.

KVNJ Fargo, N. D.—Granted mod. CP to make changes in vertical ant. and mount FM ant. on top AM tower, change trans. and studio locations.

WFIL Philadelphia—Granted CP install old main trans. for aux. purposes with 1 kw DA-DN.

WKAT Miami Beach, Fla.—Granted CP to use presently licensed aux. trans. as alternate main trans. for N use.

KUJ Walla Walla, Wash.—Granted license to cover CP increase power, install new trans. and DA-N and change studio location.

Following were authorized extension of completion dates as shown: WOSH Oshkosh, Wis., to 6-1-48; WVAM Altoona, Pa., to 6-9-48; KTRI Sioux City, Iowa, to 7-15-48; KSAL Salina, Kan., to 12-1-48; WBBB Burlington, N. C., to 7-31-48.

KVVC Ventura, Calif.—Granted license for new station 1590 kc 1 kw DA unl.

WOPI Bristol, Tenn.—Granted CP install new trans.

WQAM Miami, Fla.—Same.

WHK Cleveland—Same.

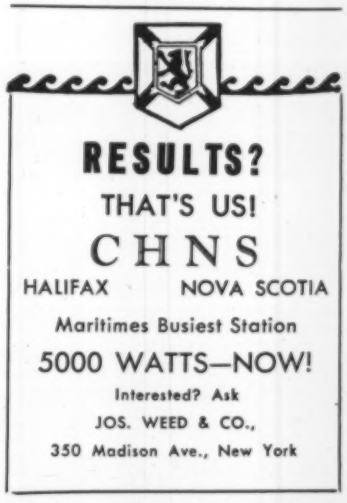
KDAN Oroville, Calif.—Granted license for new station 1340 kc 250 w unl.

WWNF Fayetteville, N. C.—Granted license for new station and specify studio location, 1230 kc 250 w unl.

WTAR Radio Corp., area Norfolk, Va.—Granted CP for two remote pickup stations.

KBUD Athens, Tex.—Granted mod. CP to change studio location.

K C R A Sacramento, Calif.—Granted



license to cover CP change in frequency, increase power, etc.

KIEM Eureka, Calif.—Granted license to cover CP install. new trans. and new vertical ant. with FM ant. mounted on top.

Apple-land Bcstrs. Inc., Wenatchee, Wash.—Granted mod. CP for approval of ant., change type trans. and for approval of trans. and studio locations.

Following were authorized extension of completion dates as shown: KIBH Seward, Alaska, to 9-7-48; WLEE Richmond, Va., to 8-17-48; KTLW Texas City, Tex., to 10-15-48; WBEN-TV Buffalo, N. Y., to 8-15-48.

WHA-FM Madison, Wis.—Granted CP for non-commercial educational station to change frequency from 91.5 mc to 88.7 mc.

KVON Napa, Calif.—Granted license for new station 1440 kc 500 w DA unl.

WTCO Campbellsville, Ky.—Granted license for new station and specify studio location, 1150 kc 1 kw D.

WHAS Louisville, Ky.—Granted CP mount highway radio telephone ant. on top of AM tower.

WNJR Newark, N. J.—Granted CP install old main trans. for aux. purposes only, with 1 kw DA-N.

KLWT Lebanon, Mo.—Granted mod. CP to change type trans. and make changes in ground system.

KWRZ Flagstaff, Ariz.—Granted mod. license to change studio location.

KYOU Greeley, Col.—Granted mod CP to change type trans., approval of ant., trans. and studio locations.

WBBQ Augusta, Ga.—Granted mod. CP to install new trans.

WLIO East Liverpool, Ohio—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KOWB Laramie, Wyo.—Granted license for new station 1340 kc 250 w unl.

WIRL Peoria, Ill.—Granted license for new station and specify studio location, 1290 kc 5 kw DA unl.

Following were authorized extension of completion dates as shown: KALE Portland, Ore., to 6-19-48; KCOH Houston, Tex., to 7-14-48; KNAK Salt Lake City, to 8-11-48; WFAX Falls Church, Va., to 7-15-48; WGR Buffalo, N. Y., to 6-30-48; WMFF Plattsburg, N. Y., to 11-10-48; KSO Des Moines, to 8-27-48; WLDY Flambeau Township, Wis., to 8-11-48; KRAI Craig, Col., to 8-15-48; KDSH Boise, Ida., to 7-1-48; KPAC Port Arthur, Tex., to 7-1-48; WSOY Decatur, Ill., to 7-1-48; WIBM Jackson, Mich., to 7-21-48; KYSC Yuma, Ariz., to 11-4-48; KFYO-FM Lubbock, Tex., to 10-1-48; WGES-FM Chicago, to 6-2-48; WCMI-FM Ashland, Ky., to 7-1-48; WKNB-FM New Britain, Conn., to 5-15-48; WKST-FM New Castle, Pa., to 7-15-48; WVNA Cincinnati, to 8-12-48; WSOY-FM Decatur, Ill., to 7-1-48.

By Commissioner Sterling

Model City Bcstg. Co. Inc., Anniston, Ala.—Granted petition for leave to amend application to specify change in trans. location and DA; accepted amendment.

WCFL Chicago—Continued hearing on application for mod. of CP from May 5 to June 3.

KXRO Aberdeen, Wash.—Continued hearing on application for CP from May 3 to June 1.

Follow-thru Stroke

WAZL Hazleton, Pa., evidently adheres to a broad interpretation of the phrase "direct sales by radio." The day after the spots advertising a local merchant's lawnmowers had been broadcast, the WAZL copywriter, Dave Davies, called at the store and found a customer examining the lawnmower. The store sales manager pointed out that the customer had come to the store on the strength of the spot announcement. He challenged Mr. Davies to close the sale. Mr. Davies did. The customer paid cash.

WCAR and UAW-CIO Bcstg. Corp., Detroit, Mich.—Granted joint petition for extension of time for filing proposed findings of fact and conclusions in proceeding on applications; extended time to June 23.

KXOA Sacramento, Calif.—Granted petition for continuance of hearing in re applications of Petaluma Bcstrs., et al, in which petitioner is party intervenor; continued hearing from May 4 to June 2.

May 5 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Adopted memorandum opinion and order denying petition for rehearing or reconsideration filed by Johnston Bcstg. Co., Birmingham, Ala., directed against Commission's decision of Dec. 11, 1947, granting after hearing application of Thomas N. Beach for change in frequency of WTNB Birmingham from 1490 kc to 850 kc and increase power from 250 w to 5 kw-D 1 kw N; and denying mutually exclusive application of Johnston Bcstg. Co.

AM—1340 kc

Adopted decision granting application of Clearwater Radio Bcstrs. Inc. for new station at Clearwater, Fla., 1340 kc 250 w unl; subject to cond. that applicant will install any special equipment that may be necessary to insure stable operation of ant. system of proposed station, and further subject to approval of trans. site and ant. system by CAA; and denial of application of Ledger Pub. Co. Inc., seeking same facilities at Lakeland, Fla.

May 5 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KPSC Phoenix, Ariz.—Mod. CP change frequency, etc., for extension of completion date.

AM—990 kc

Redlands Bcstg. Co. Inc., Redlands, Calif.—CP new standard station 990 kc 250 w D. AMENDED to change frequency to 550 kc, power to 500 w.

License for CP

WIRK West Palm Beach, Fla.—License to cover CP change hours, etc.

KROX Crookston, Minn.—License to cover CP new standard station and specify studio location as Robert St. & Broadway.

KJSK Columbus, Neb.—License to cover CP new standard station.

WWNH Rochester, N. H.—Same.

Modification of CP

WVNJ Newark, N. J.—Mod. CP new standard station for extension of completion date.

WXKW Albany, N. Y.—Mod. CP new standard station for extension of completion date.

AM—740 kc

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—CP new standard station 740 kc 1 kw D-DA. AMENDED re stockholders.

License for CP

WSAT near Salisbury, N. C.—License to cover CP new standard station.

AM—1380 kc

Radio Lakewood Inc., Lakewood, Ohio—CP new standard station 1380 kc 500 w DA-D. AMENDED re changes in officers, directors and stockholders of United Garage and Service Corp.

License for CP

KGLC Miami, Okla.—License to cover CP new standard station.

AM—1470 kc

Southern Puerto Rico Bcstg. Corp., Ponce, P.R.—CP new standard station 1300 kc 1 kw unl. AMENDED to change frequency from 1300 to 1470 kc.

License for CP

KHIT Lampasas, Tex.—License to cover CP new standard station.

KPUG Bellingham, Wash.—Same.

Modification of CP

WKTY La Crosse, Wis.—Mod. CP new standard station for extension of completion date.

Modification of CP

WMLT-FM Dublin, Ga.—Mod. CP new FM station for extension of completion date.

WMBD-FM Peoria, Ill.—Same.

License for CP

WKMO-FM Kokomo, Ind.—License to cover CP new FM station.

Modification of CP

WKBZ-FM Muskegon, Mich.—Mod. CP new FM station to change ERP to 4.9 kw, ant. height above average terrain to 228 ft.

KOMA-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

KTUL-FM Tulsa, Okla.—Same.

WSAN-FM Allentown, Pa.—Same.

KIXL-FM Dallas, Tex.—Same.

WTAR-FM Norfolk, Va.—Same.

WWVA-FM Wheeling, W. Va.—Same.

License Renewal

WFMN Edwin H. Armstrong, Alpine, N. J.—License renewal FM station.

W9XLZ Gates Radio Co., Quincy, Ill.—License renewal developmental station.

AM—1430 kc

Eagle Printing Co., Butler, Pa.—CP new standard station 1580 kc 1 kw D. AMENDED to change frequency to 1430 kc and power to 500 w.

Modification of CP

WNHC-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WIOD-FM Miami, Fla.—Same.

WBIK Chicago—Same.

WEXL-FM Royal Oak, Mich.—License to cover CP new FM station.

FM—92.7 mc

Red Wing Bcstg. Co., Red Wing, Minn.—CP new FM station (Class A) on 92.7 mc, Channel 224 and ERP of 0.619 kw and ant. height above average terrain 391 ft.

Reinstate CP

WFSS Long Island, N. Y.—CP to reinstate CP new FM station which expired 3-12-48.

Modification of CP

WGNR New Rochelle, N. Y.—Mod. CP new FM station for extension of completion date.

WHLD The Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Same.

License for CP

WRUN-FM Rome Sentinel Co., Utica, N. Y.—License to cover CP new FM station.

WHPE-FM High Point Enterprise Inc., High Point, N. C.—Same.

Modification of CP

WMGN Beatrice Cobb, Morganton, N. C.—Mod. CP new FM station for extension of completion date.

WMOH-FM The Fort Hamilton Bcstg. Co., Hamilton, Ohio—Same.

WCPA-FM The Bethlehems' Globe Pub. Co., Bethlehem, Pa.—Same.

WCAU-FM WCAU Inc., Philadelphia—Mod. CP changes in FM station for extension of completion date.

WVOP Portsmouth, Va.—Mod. CP new FM station for extension of completion date.

License Renewal

Applications for renewal of FM broadcast license filed by: WGTR Boston; WMNE Portland, Me.; WOPI-FM Bristol, Tenn.

TV—186-192 mc

Denver Television Co., Denver, Col.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 25.8 kw, aur. 12.9 kw unl.

TV—180-186 mc

The Metropolis Co., Jacksonville, Fla.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 25.1 kw, aur 13.2 kw unl.

(Continued on page 78)

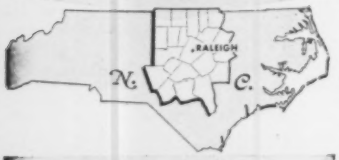
MILEAGE

DULUTH, MINN.—Science stands in awe this week before Otto Mattick whose magneto-reluctor broke all records per flux.

Snorts Otto, "The mileage I get with this thing is nuthin compared to the mileage an advertising dollar gets on KDAL. Check the Fall-Winter Hooper and find out how completely KDAL dominates the Duluth-Superior audience."

Then contact Avery-Knodel Inc. and let them and the latest Hooper give you the new KDAL story.

Sell this New Market



With this New Medium

WNAO

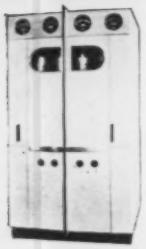
ABC Network
RALEIGH, N. C.
Broadcasting Service of The Raleigh News and Observer

5000 Watts
Day & Night . . . 850 Kc.

157,470 ABC Listener-Families*
$386,211,000 Retail Sales**
*BMB 1946 **SM 1947 Survey

Represented by Avery-Knodel, Inc.

See them at the NAB Convention!



1 KW AM Transmitter
2A PHASE MONITOR

1 kw AM Transmitter features Doherty High-Efficiency Circuit, stabilized feedback, Henry Dreyfuss styling. 2A monitor permits quick, accurate check of directional antenna array adjustment. See them both at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric
— QUALITY COUNTS —

FCC Actions

(Continued from page 77)

Applications Cont.:

Modification of CP

WNBQ Chicago—Mod. CP new commercial television station for extension of completion date.

TV—82-88 mc

Peoria Bcstg. Co., Peoria, Ill.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 17.22 kw, aur. 8.61 kw unl.

WHAS-TV Louisville, Ky.—Mod. CP new commercial television station for extension of completion date.

WNAC-TV Boston—Same.

Leonard A. Versluis, Grand Rapids, Mich.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 19.7 kw, aur. 9.85 kw unl.

Saginaw Bcstg. Co., Saginaw, Mich.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 2.550 kw, aur. 1.275 kw unl.

Meredith Pub. Co., Rochester, N. Y.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 37.6 kw, aur. 18.8 kw unl.

Meredith Pub. Co., Syracuse, N. Y.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 15 kw, aur. 7.5 kw unl.

TV—204-210 mc

Tri-City Bcstg. Co., Bellaire, Ohio—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 27.0 kw, aur. 13.5 kw unl.

Modification of CP

WEWS Cleveland—Mod. CP new commercial television station for extension of completion date.

WSPD-TV Toledo, Ohio—Same.

TV—82-88 mc

Oregonian Pub. Co., Portland, Ore.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 20.7 kw, aur. 10.3 kw unl.

TV—66-72 mc

WTAR Radio Corp., Norfolk, Va.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 24.248 kw, aur. 12.124 kw unl.

Modification of CP

WTMJ-TV Milwaukee—Mod. CP new commercial television station for extension of completion date.

APPLICATION RETURNED

License for CP

KDDD Dumas, Tex.—License to cover CP new standard station. RETURNED April 29.

DELETIONS

Developmental broadcast stations deleted May 1, 1948: W4XAG Georgia School of Technology, Atlanta, Ga.; W8XMV Miami Valley Bcstg. Corp., Dayton, Ohio; W8XUB United Bcstg. Co., Seven Hills Village, Ohio. Relay broadcast stations deleted May 1, 1948: KEGK Columbia Bcstg. System Inc., Los Angeles; KSEH KSTP Inc., St. Paul, Minn.; WBAF L. B. Wilson Inc., Cincinnati.

TENDERED FOR FILING

TV—198-204 mc

Twentieth Century-Fox of California Inc., San Francisco—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 28.2 kw, aur. 14.9 kw.

TV—66-72 mc

WSM Inc., Nashville, Tenn.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 14.4 kw, aur. 7.2 kw.

Assignment of CP

KAGH Pasadena, Calif.—Consent to assignment of CP of AM station and license of KAGH-FM to KAGH Inc.

Assignment of License

KBUN Bemidji, Minn.—Consent to assignment of license to Butler Bcstg. Co. Inc.

WJXN Jackson, Miss.—Consent to assignment of license to Andalusia Broadcast Co. Inc.

TV—192-198 mc

Television Enterprises, partnership of O. C. Whitaker, Robert Thomas, J. C. Briscoe, Ft. Worth, Tex.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 25.16 kw, aur. 12.58 kw.

TV—174-180 mc

Totem Bcstrs. Inc., Seattle, Wash.—CP new commercial television on Channel 7, 174-180 mc, ERP vis. 26.0 kw, aur. 13.8 kw.

AM—1260 kc

James L. Killian, Fort Payne, Ala.—CP new standard station 1260 kc 250 w D.

Modification of CP

W G W D Gadsden, Ala.—Mod. CP change hours from D to unl., power from 1 kw-D to 500 w-N 1 kw-D.

AM—1440 kc

Hamtramck Radio Corp., Hamtramck, Mich.—CP new standard station 1440 kc 500 w D.

Assignment of License

KTNM Tucumcari, N. M.—Consent to assignment of license and CP to Grady Maples and R. B. McAlister d/b as The McMa Agency.

W I B S Santurce, P.R.—Consent to assignment of license to Radio Station WIBS Inc.

(Continued on page 85)

ENGINEERS

Canadian IRE Session Attracts Over 400

WITH AN ATTENDANCE of more than 400 from all parts of Canada, but principally from Ontario and Quebec, the first Canadian Institute of Radio Engineers convention was held at the Royal York Hotel, Toronto, April 30 and May 1. Thirty manufacturers exhibited at the convention and the Canadian Army Signal Corps showed its latest high-frequency equipment in operation.

A wide variety of papers included a number of interest to broadcasters. G. C. W. Brown, controller of radio, Dept. of Transport, Ottawa, spoke Saturday morning on "Frequency Allocations," reviewing international conferences and giving details on developments resulting from last year's Atlantic City conference.

J. E. Hayes, engineer of Canadian Broadcasting Corp., Montreal, dealt in detail with equipment developed by CBC for FM field intensity measurement at the opening morning session. He reviewed FM development in Canada to date, theoretical development of measurements, and explained how CBC had developed its own measurement equipment in part from war assets surplus materials.

Orin Dakin, engineer of Canadian General Electric Co., Toronto, dealt with problems of converting 60-cycle television receivers for 25 cycles current used in southern Ontario, the most populated area in Canada. He explained that the problem was one of filtering the power, was definitely not difficult, and that CGE had a number of TV receivers converted at Toronto. 25-cycle current would not retard TV in southern Ontario, he said. H. Goldin, chief engineer of Canadian division of Gaumont-Kalee Ltd., Toronto and London, England, described development of TV in England for theatre use, pointing out that tests have been successfully made with screens 11 by 14 feet in size.

Other papers included "Reproduction of Sound" by E. O. Swan, chief engineer of CKEY Toronto; "A Direct-reading Phase Monitor" by D. F. Wright, Canadian Marconi Co., Montreal; "Narrow Beam Radar Recording Altimeter" by B. J. McCaffrey, National Research Council, Ottawa; "Industrial Electronics" by J. T. Thwaites, Canadian Westinghouse Co., Hamilton; "New Measurement Equipment in the Radio Industry" by Col. B. DeF. Bayly, Bayly Engineering Ltd., Oshawa; "Some Quality Problems in the Manufacture of Miniature Tubes" by John F. Hinds, Radio Valve Co., Toronto; and "Directional Transmission FM Antenna" by Dr. Sinclair, University of Toronto.

Convention was under chairmanship of Gordon J. Irwin, Canadian General Electric Co., Toronto, with Henry S. Dawson, former manager of Canadian Assn. of Broadcasters, and now television engineer with CGE Toronto, as vice-chairman.

KELO to 5 kw

SOUTH DAKOTA officials congratulated KELO Sioux Falls in special broadcast May 2 at 5:45 p.m. marking station's boost in power from 250 w to 5 kw fulltime and change in frequency from 1230 kc to 1320 kc. Sen. Chan Gurney, Sen. Harlan J. Bushfield and Rep. Karl E. Mundt transcribed congratulatory messages. Actual switch-over to the higher power occurred during talk by South Dakota's Gov. George Michelson.

1 GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

XUM

Programs

SOMETHING new under the sun in forecasting is taking place each weekday evening at 7 p.m. over WMAL-TV Washington. The Hecht Co. of Washington and Silver Spring, Md., sponsors series of one-minute spots which show background of typical Washington scene in rain or sun, depending upon weather forecast. Large thermometer on set indicates present temperature as announcer reads forecast. A model adjusts thermometer to tomorrow's forecast and models a costume especially chosen for next day's weather. Announcer reads short description of suit or coat or dress and accessories. Idea was conceived by Harwood Martin Agency, Washington, agency for Hecht.

Airport Feature

PERSONS arriving at and leaving Cleveland's Municipal Airport are greeted by WJW Cleveland over its quiz program, "Question A-I-R." Conducted by Bruce MacDonald, program is aired from airport with passengers as participants. Large array of gifts are awarded to persons interviewed and winners of quiz.

WPIX Films

VIDEO RIGHTS to 24 major films produced by Sir Alexander Korda have been obtained by WPIX New York, "Daily News" station which is to begin operations June 15, station has announced. Films are packaged for full year of programming, and are described by WPIX as period-classics, including such features as "Thief of Bagdad" with Sabu and Conrad Veidt, and "Lady Hamilton" with Vivien Leigh and Lawrence Olivier. Television stations throughout country are to be offered the series for exclusive showing in each video city.

'Bar-None Corral'

TWO IMAGINARY horses are featured on new show "Bar-None Corral," aired over KVOO Tulsa and featuring Dave Denney, western singing star. "Tumbleweed" and "Sagebrush," the horses, encourage listeners through whinneying and with help of Mr. Denney, to send in requests to "he-mail" and "she-mail" bags. Mr. Denney sings his own songs and plays recordings of other western songsters. Listeners who correctly identify his mystery song receive autographed pictures. If listener requests record that KVOO doesn't have Mr. Denney asks listener to buy two of the records and send to station. One record is kept in studio and everytime it is played, sender's name is mentioned; other record is sent to some children's home or welfare center.

Candidates on TV

VIDEO counterpart of CBS "Presidential Timber" series is to be inaugurated on CBS television May 27, Thursdays, 9-9:30 p.m. All declared presidential candidates are to get CBS bids, as in the audio series.

'Yesterday's Yearbook'

"YESTERDAY'S YEARBOOK" of local high school in Shamokin, Pa., is brought to life over WISL that city, in weekly show heard Sunday 10-10:30 p.m. Three members of each graduating class are interviewed on each show. Starting with earliest issue published by local high school, yearbook is covered page by page by announcer and class member. Sports events of the year, various members of class, what has become of them and how they might have paralleled class prophecy are subjects of half-hour show. Entire yearbook is covered in three six-minute interviews by wire recorder. Interviews are divided by transcribed musical selections of that current year.

Puppet Series

FILMING of series of puppet programs made exclusively for video use has been started by WLWT, television station of Crosley Broadcasting Corp. in Cincinnati. Martin and Olga Stevens, internationally-known puppeteers, have created new characters for the 13 complete shows, which will be of 10- and 30-minute lengths. R. E. Dunville, vice president and general manager of the corporation, has announced that films will be offered to television stations throughout country "at reasonable cost." Service will include specially-tailored commercials—live or on film—to meet local needs.

OFFICIALS of the Lynchburg (Va.) Cardinals and WWOD Lynchburg get together to put it on the dotted line for another season of broadcasts of the Cardinals' home and away baseball games. Home games will be carried this year on a participating basis. Jack Weldon, WWOD manager, is at right, and Wallace McKenna, business manager of the Cardinals, at left. Standing is Norman Simpson, WWOD sports director.

Presents Famous People

FAMOUS PEOPLE from local governmental, social and professional scene, as well as national and international personalities, will be introduced on new program starting tomorrow (May 11) over WTTG Washington. Titled "Meet Mrs. Markel," weekly program will feature Hazel Kenyon Markel, public relations director of WTOP Washington. New twist will be given to fashion news with presentation of latest creations from Paris, New York and Washington. Mrs. Markel will be aided by Don Roper. Special setting for show has been designed by Sam Love. Margaret Truman will be guest on opening program tomorrow, 7:45 p.m.

Telegram Requests

ONLY REQUESTS by telegram are acknowledged on new record show, "Request Matinee," heard over KQV Pittsburgh. To conduct the telegraph-request program, station arranged with Western Union for special teletype machinery to be installed in studio. Show is aired Saturday 1:15-4:40 p.m.

'Invitation to Dinner'

PEOPLE DO like to hear their own voice on the radio, says WHAV Haverhill, Mass., in reporting on success of its new "Invitation to Dinner" program. Sponsored by local Bella Vista Restaurant, program consists of recorded quiz session from sponsors' place of business. Each Sunday afternoon Ken Ash, WHAV public events man, takes wire recorder into restaurant and conducts quiz program among customers. Following night program is aired on WHAV at 6:45 p.m. Station reports that sponsor's restaurant is filled to capacity each Sunday and listener response is very favorable.

Election Cooperation

ALL COMMERCIAL commitments after 6:30 p.m. May 4 were cancelled by WJRD Tuscaloosa, Ala., to carry complete election returns. The Tuscaloosa News, non-radio affiliate newspaper, gave WJRD full cooperation, station reports. All returns were aired from editorial rooms of the newspaper. Two loud speakers were mounted at city's busiest intersection with broadcast and public address system announcing returns simultaneously.

Audience Auditioned

AUDITION theme was used as special feature of broadcasts of "Jim Ameche's Matinee," aired daily over WAIT Chicago, in connection with recent Chicagoland Home Show. Participants were asked to read commercials, dramatic copy and other radio material in competition for $10,000 in prizes. Assisting Mr. Ameche were Les Lear, also of Ameche Radio Productions; Bob Murphy, NBC-WMAQ Chicago announcer, and Kenneth Shephard. Wayne Williams, of Wayne Williams Adv., handled promotion for series, which was preceded with week of spot announcements on WAIT. Home Show was sponsored by Metropolitan Home Builders of Chicago.

Political Women

THOUGH WOMEN now have the franchise in many countries throughout the world, few have succeeded in attaining rank of cabinet ministers in governments. CBL Toronto and CBC Trans-Canada Network next fall start series on "Women in the Cabinet," with women now holding these high posts outlining special contributions needed from women in shaping of national policies at the present time.

Vet Series

EIGHTH series of "Here's To Veterans," 15-minute recordings, has been produced by Veterans Administration. Series includes capsule versions of various top-talent shows and is intended for airing June 1 through Aug. 31. Stations may obtain transcriptions without charge from VA Branch Office radio chiefs in Boston, New York, Philadelphia, Richmond, Atlanta, Chicago, St. Paul, St. Louis, Dallas, Seattle, San Francisco, Denver, and Columbus, Ohio.

'Needle Club'

AMATEUR and professional politicians have been invited to participate in new show soon to begin over WDRC Hartford, Conn. Titled "Needle Club," half-hour program will originate from local restaurant. Governor Shannon of Connecticut has accepted invitation to be guest on program May 27, and other top-ranking state political leaders have been issued invitations. Jack Zaiman, political writer for Hartford Courant, will m.c. show.

NELSON KING, Popular Disc Jockey on WCKY's JAMBOREE has Sold Over $377,387.00 of MERCHANDISE in the FIRST THREE MONTHS of 1948.

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Smootch and Don't Come Cryin' To Me

RCA Victor 20-2843

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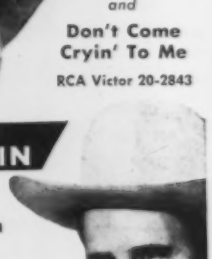

Oh! Mo'nah and Juke Box Blues

RCA Victor 20-2841

PEE WEE KING

Tico Tico (Tickle Kitzel) and Chlo-e

RCA Victor 25-5083

MICKEY KATZ

RCA VICTOR RECORDS

JOHN H. FLEET, former chief engineer at WATO Oak Ridge, Tenn., has been appointed chief engineer of KSTL, new station under construction in St. Louis. He previously was chief engineer at WXGI Richmond, Va. and WKYW Louisville, and was associate member of John H. Mullaney & Co., Memphis radio engineering consultant firm.

FRANK C. CATANZARO, BENJAMIN CHEW, and **MEYER POSNER** have joined technical department of WCAU Philadelphia. Mr. Catanzaro formerly was with RCA Victor television engineering in Camden, and was with Philco Corp.; he will be WCAU studio technician in television installation department. Mr. Chew, to be vacation relief technician, was with WPEN Philadelphia, Raytheon Mfg. and the old WPG Atlantic City. Mr. Posner, also to be vacation relief technician, formerly was with WFIL Philadelphia.

ROTHROCK & BAIREY, Washington consulting radio engineering firm, has moved offices to Suite 604, 1757 K St., N.W. Telephone: National 0196.

EDWARD L. COLLINS, formerly with WRUL New York; **ROBERT L. ROY,** formerly of WJDA Quincy, Mass., and **DONALD E. FERRELL** have joined engineering staff of WHDH Boston.

MYRON J. EARL, with WGN Chicago for 20 years, has joined WGN-TV as engineer on remote telecasts. Others joining WGN-TV include: **H. P. HOUSTON,** engineer; **H. THAINE LYMAN,** studio engineer; **FELIX KUBIK Jr.,** newsreel cameraman, and **BETH KASPAR SMITH,** record-turner, formerly with WGN.

Technical

SONOTONE Corp., Elmsford, N. Y., has announced first commercial application of synthetic substance possessing piezoelectrical qualities, involving use of specially-treated ceramic material. Substance will be used in new ceramic pickup for phonographs, called "Titone." It makes possible high fidelity reproduction of sound on low-priced record players under all weather and humidity conditions, firm stated. Eventual use in other transcription and conversion systems, including microphones, is anticipated by company.

MATTHEW J. DOWD, formerly with WLEE Richmond, Va., has joined engineering staff of WOL Washington.

RAYTHEON MFG. Co., Newton, Mass., has announced new Raytheon Bantal Tubes, featuring advanced type of construction and improved performance. Outstanding feature, firm states, is ruggedness and structural strength afforded through use of eight-pillar support construction.

Leap Year Results

EPIDEMIC of marriages broke out recently in the engineering department of WHDH Boston. Within a short span of time four of its studio technicians took the vows. Affected were Irwin Wolbarst, Charles Burgoyne, Newton Stephen and James Sullivan.

ROBERT HILKER, member of WBT Charlotte, N. C., engineering staff, and Betty Sue Stowe have announced their engagement.

ROY CONNELL, formerly with WFMO Jersey City, has joined WWDX(FM) Paterson, N. J., as studio engineer.

RCA ENGINEERING PRODUCTS Dept., Television Equipment Section, has announced new 35-mm sound motion picture projector which will enable video broadcasters to expand programming facilities by using standard 35-mm films. New machine, Type TP-35A, projects pictures directly onto pickup tube of TV film camera for conversion to video signals.

BOB FONAROW, Don Lee Television cameraman, and Evelyn Watts were maried April 24 in Hollywood.

JIM SHADDUCK, engineer of KIDO Boise, Idaho, has resigned to go into private business.

KYW Philadelphia Wins Battle to Erect Towers

FIGHT TO erect two 465-foot transmission towers in Whitemarsh Township (Pa.) by KYW Philadelphia was won this week by the Westinghouse station when the Whitemarsh Zoning Board of Adjustment gave permission for the construction.

The permit is conditional on the company maintaining the grounds in keeping with the residential character of the neighborhood. No structures other than the towers may be erected. It also is stipulated that Westinghouse Radio Stations Inc. will remove the towers in the event they are abandoned.

New Quarters for KDB To Be Occupied July 1

KDB Santa Barbara, affiliate of Don Lee Broadcasting System, will move to new quarters about July 1, according to Ed Kemble, general manager.

Station is to move into a Spanish mission style building in the center of the city. A seven ton, 250 ft. tower is now being erected for use in FM as well as AM. Total construction costs are about $18,000. Visitors will be able to view control room, main studio and news teletype machines through glass from reception room.

WJZ-FM in New York Operating on 95.5 mc

INAUGURATION of FM broadcasts by WJZ-FM, ABC's New York outlet, was held May 4 at 9:30 p.m. when the Boston "Pops" concert, a network presentation, was broadcast.

The station is duplicating network programs, ABC announced. ABC is now duplicating all network programs on its other owned and operated FM stations, WENR-FM Chicago, WXYZ-FM Detroit, KECA-FM Los Angeles and KGO-FM San Francisco, and 67 ABC affiliates are also duplicating network shows on their FM stations.

WJZ-FM operates on Channel 238 (95.5 mc).

KDAC, 250 w (1230 kc), Now on Air at Ft. Bragg

KDAC has started operation at Fort Bragg, Calif., with 250 w fulltime on 1230 kc.

Licensee is Mendocino Coast Broadcasting Co. Officials are T. R. Amarante, station manager; John A. Brush, commercial and program manager, and Edward A. Mertle, business manager.

Programming is regional. Among features is presentation of three weather forecasts daily. A 400-ft half-wave tower is in use.

Engineers Shifted

FIVE NBC Hollywood engineers, led by A. H. Saxton, western network chief engineer, are temporarily transferred to New York effective May 16 to join video training group. The others who will participate in the four-month training program are: M. S. Adams, C. W. Comegys, Ross J. Miller and Oscar F. Wick. During their absence, F. M. Figgins will replace Mr. Adams as field supervisor; J. C. Riekeberg is to replace Mr. Figgins as maintenance supervisor. Other vacancy replacements have not been announced.

Turntable

HERBERT GORDON, formerly with Decca Records Inc., May 17 is to join New York office of Frederic W. Ziv Co. in executive capacity. Ziv Co. also has announced sale of three programs to merchants in Wilson, N. C.: "Wayne King Show" to Flower Shoe Shop; "Boston Blackie" to Wilson Dye Works, and "Guy Lombardo Show" to Wilson Drug Co. Firm also announced renewal of its "Calling All Girls" by Korrick's Inc., Phoenix; Wellan's Department Store, Alexandria, La., and Markel & Gelman Department Store, Glens Falls, N. Y.

DECCA RECORDS Inc.'s consolidated net profit for first quarter of 1948 amounted to $388,399, after provision of $238,051 for income taxes, firm reports. Payment per share is 50 cents on 776,650 shares of capital stock outstanding at end of quarter.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager—250 watt daytime station, New England city. State experience, references, salary expected. Box 393, BROADCASTING.

National advertising manager by regional in important southeast market. Service present, develop new regional and national business. Thoro knowledge marketing, merchandising practices, more important than experience in radio medium. Excellent opportunity future security and good income. Permanent. Write in detail, your confidence will be respected. Box 447, BROADCASTING.

Wanted. New 250 watt fulltime station has immediate opening for commercial manager. This is a new radio market in northern Virginia. Station due to begin operation in July. Send details on experience, salary requirements, education and references to Manager, WFTR, P.O. Drawer 192, Front Royal, Virginia.

Position open for alert commercial manager with enough know-how to operate successfully in absence of owner. Progressive local in good territory. Box 415, BROADCASTING.

Station manager for 1000 watt daytime in midwest market of 100,000 now making money. Earnings can be increased greatly. Eight-room residence rent free. Proper individual should be mature with a thorough background of sales and copy. Prefer someone with knowledge of this size market but larger city or agency man might fit. Salary and bonus on profits paid with good chance of buying into station soon. Could eventually lead to total ownership. This is a rare opportunity for the right man which exists only because of absentee ownership. Box 454, BROADCASTING.

Salesmen

SALESMAN

Experienced, aggressive man with background of results. Big earning possibilities. Leading station Intermountain area. Reply with background, references and pictures.

Box 434, Broadcasting

Salesman—Aggressive, experienced time salesman wanted, near N. Y. area. Reply with refrences and picture to Box 328, BROADCASTING.

Salesman—20% commission, 22% over $40,000 volume; 23%, $50,000 on up to 25%, must be willing to work 44 hours per week, even after making $10,000 per year; golf course selling not included; protected accounts for worker who produces. Box 402, BROADCASTING.

Salesman wanted to replace man who is moved up. This is an opportunity for aggressive young man wishing to enter Washington, D. C. metropolitan market. Write General Manager, WGAY, Silver Spring, Md.

SALES MANAGER

Outstanding opportunity for right man with record of success in handling men and making local and national sales. Leading station in Intermountain region. Send letter with background, references and picture.

BOX 435, BROADCASTING

Salesman-announcer—One who can sell. Good list of accounts and good air time. Box 442, BROADCASTING.

Announcers

Announcer. Midwest regional needs experienced, all-round announcer with ambition. No specialists. Send audition transcription, full qualifications airmail. Address Box 360, BROADCASTING.

Help Wanted (Cont'd)

New

Metropolitan Station

WVNJ

Newark, N. J.

5000 watts Day and Night

620 k.c.

(on the air early Fall, 1948)

SEEKS

1. *Outstanding personality for early morning show.*
2. *Disc Jockey for afternoon and evening shows.*

Send audition recording to:

General Manager

WVNJ

45 Central Avenue

Newark, N. J.

Announcer for Rocky Mountain net affiliate. Must be versatile, able to handle typewriter, Start $200 per month. Send disc, photo and background first letter. Box 297, BROADCASTING.

Middle Atlantic FM station needs experienced, all-round announcer. Send details, audition disc, photograph. Box 396, BROADCASTING.

Wanted: Announcer with experience on personality shows, special events and disc jockey. Permanent position. Opportunity to advance. Salary open. Box 397, BROADCASTING.

Announcer wanted immediately for progressive station in central Pennsylvania. Base salary plus talent. Unusual opportunity for right man. Give record of experience, references and minimum salary first letter. Box 405, BROADCASTING.

Top salaries for top announcers. Only experienced men need apply. 5 kw, northwest station. Send disc and full details first letter. KMON, Great Falls, Montana.

Wanted: Announcer for 1 kilowatt station, going five kw about July 1. Basic pay to start $40.00 per week with time and a half for overtime. Modern station also operation 100 kw FM station. Experience required; send replies to Mel Barnett, Program Director, WHIS, Bluefield, West Va. Send disc.

WANTED

ONE experienced announcer and one experienced copywriter. Announcer must be able to handle turntables, disc jockey shows, news—good selling voice. State experience and references. Station located near Chicago. Box 430, BROADCASTING.

Help Wanted (Cont'd)

Have opening for two good all-round men, ability to ad-lib, handle tables and participate in local production schedule. Send background, disc and salary requirement to WSAM, Saginaw, Michigan.

Experienced staff announcer with sports broadcasting experience. Pays $225.00 per month. Send full details and disc to KISD, Sioux Falls, S. D.

Wanted: Thoroughly experienced announcer. 49 hour week. State background, availability, salary expected. Telegraph WEIM, Fitchburg, Massachusetts.

Disc jockey. If you can go anywhere, will pay up to $500 monthly guarantee, plus opportunity to go up to $1,000 monthly on your personality performance. Top talent required, plus control operation experience. Send audition disc and full details to Box 421, BROADCASTING.

Announcer—good, all-round experience. Capable handling daily 1½ hour disc jockey show. Right salary right man. Complete biographical background, including experience, first letter. Audition platter will be returned. Address reply WCSI-FM, Columbus, Indiana.

Announcer wanted—Excellent opportunity in beautiful resort area for young announcer eligible to work under G.I. training plan. You can learn from one of the best men in the business. Pleasant living conditions. First reply must give complete details, disc, photo, date available. Only permanent man wanted. Reply Box 432, BROADCASTING.

Sports announcer: Experienced play-by-play plus daily sports show. Also capable straight announcing. Complete biographical background, including experience, first letter. Audition platter will be returned. Address reply WCSI-FM, Columbus, Indiana.

Wanted—A mature, conscientious newscaster. Definitely experienced, able to show proof of top performance elsewhere. Opening now on staff of leading news station in market. Job is six days, forty hours, evening side. Group insurance, hospitalization, other considerations. If you like to write, rewrite and read news call or write WHBF, Rock Island, Illinois; Attn: New Director.

Technical

Chief engineer who can install 250 watt station and announce spots. WLOI, P. O. Box 381, La Porte, Ind.

Women engineer-announcer. Box 401, BROADCASTING.

Engineer-announcer. We have an opening for a good man. Must have first class ticket and experience. Excellent opportunity in 250 watt southern station. Box 407, BROADCASTING.

Help Wanted (Cont'd)

Combination engineer-announcer for 250 watt station. Write or wire Manager, WTRR, Sanford, Florida.

Wanted immediately—Operator engineer with first phone ticket by progressive independent station in the heart of best fishing and hunting country in the west. We want the best and pay accordingly. Send photo, audition disc, qualifications to Station KWEI, Weiser, Idaho.

Wanted—Combination engineer-announcer. Must have pleasing voice. Progressive, western local. Box 416, BROADCASTING.

Transmitter engineer needed for 1 kw AM and 10 kw FM. Starting salary $50 per week. Car necessary. Chief Engineer, WTAD, Quincy, Illinois.

Engineer-announcer with or without experience for 250 watt independent in northwest. Time and half over 40 hours. Application for 5 kw. Send details Box 423, BROADCASTING.

Production-Programming, others

PROGRAM PRODUCER

Large midwestern network affiliate seeking experienced program producer for musical, variety, dramatic, etc. Permanent position for man content to make home in large midwestern city. Send full details on experience, salary requirements, references and recent photo to

BOX 216, BROADCASTING

News editor or editor announcer. College town near large midwestern market. Single, preferred. Independent station. Immediate opening. Disc, complete details first letter. Box 403, BROADCASTING.

Experienced traffic manager, probably one in small market desiring move to major market. Send full details to Manager, KSTT, Davenport, Iowa.

Continuity Writer—Commercial copywriter wanted, young woman preferred. Give full details, first letter, including previous experience and salary required. KSTL, American Hotel, St. Louis 1, Mo.

Radio news editor—Must have journalistic training or experience. 45 hour schedule at $45.00 salary. KCRC, Enid, Oklahoma.

Jacksonville, Florida, WIVY, on the air in July. All types positions to be filled. Some good opportunities. P. O. Box 1194.

Wanted: Experienced bookkeeper who has had experience with both network and local accounts. Station on air eight years AM. Operating FM station since February. Ideal working conditions in growing town. Unless experienced do not apply. Write Box 433, BROADCASTING.

WVNJ

NEWARK, N. J.

5000 Watts Day & Night

620 k.c.

(Going on Air Early Fall 1948)

offers

Unusual Opportunity

To

OUTSTANDING TIME SALESMAN

1. *Must have Metropolitan New York experience.*
2. *Should be earning more than $10,000 now.*
3. *To such a man this Station offers unlimited earnings with the most desirable accounts.*

All correspondence will be held in strictest confidence.

Address:

General Manager, Newark Broadcasting Co.

45 Central Avenue, Newark, N. J.

XUM

Help Wanted (Cont'd)

SCRIPTWRITER

Network affiliate in major midwest city needs an experienced, all-round scriptwriter for shows of all types. Permanent position for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to Box 217, BROADCASTING.

Situations Wanted

Managerial

Experienced manager—Outstanding record of administration in sales and programming. Box 349, BROADCASTING.

General manager—With eight years experience in radio desirous of making a change. Married, sober and dependable. Extra strong in sales and programming. In charge of all phases of present operation from time of issuance of CP. Best of references from present employer. Salary reasonable, all offers considered. Box 387, BROADCASTING.

Available—Radio executive, 16 years experience in management, sales promotion and programming with clear channel, local and FM stations. Navy veteran, married, willing to go anywhere in U. S. or Canada. Box 409, BROADCASTING.

MANAGER who has put three stations on the air and in the black in competitive markets available soon. Will handle station from CP to point of sound operation, training your own man for manager if you desire. Over 16 years experience in AM and FM qualifies me to build and operate a successful station. Honest, sober, dependable. Box 429, BROADCASTING.

The daytime kilowatt I have been managing is grossing nearly twice its overhead against the toughest competition after less than a year on the air. Fifteen years successful background all phases radio. Desire southern location. You'll be interested if you want a solid young, oldtimer with workable ideas. Box 449, BROADCASTING.

General or commercial manager—thorough practical experience in all phases of broadcasting, young, veteran. Doctor's Degree in field of radio. Will build your audience and boost your sales through planning that pays off. Will work on salary plus bonus basis. Box 431, BROADCASTING.

Selling or administrative position. Presently employed as commercial manager of newspaper-owned station. Have late model car for use in connection with position. Wish salaried position, progressively commensurate with ability demonstrated. Available on two weeks' notice. Box 440, BROADCASTING.

Salesmen

SALES EXECUTIVE

34, seeks responsible connection. Spent past 5 years with NBC building and selling recorded programs on both coasts. Has done business with hundreds of stations and agencies throughout the country. Very well balanced radio background. Family man. Box 414, BROADCASTING.

Salesmanager: Salesman for network-owned 50,000 watt midwest station desires change. Prefer medium-sized city in the south, southeast or west. Want salary plus arrangement with a station that needs a working salesmanager. Have seven years 50,000 watt experience. High billing, good references. Married, thirty-one years old with thorough knowledge of radio with experience to back it up. Box 424, BROADCASTING.

Announcers

Ad-lib man. Six years disc jockey, staff, news, sports play-by-play. Worked major eastern 50,000 watter. Family man, 24. Box 352, BROADCASTING.

There is no substitute for experience. Experienced news personality, announcer, writer, producer. Plenty of experience in network and independent stations. Top references. Available June 1st. Box 375, BROADCASTING.

Situations Wanted (Cont'd)

Available—Announcer with experience that includes 5 months on 1000 watt station. Young, dependable, ambitious, conscientious. Well versed in all phases of staff announcing plus remotes and ad-lib. No combination jobs. Will send disc upon request. Box 377, BROADCASTING.

Available immediately — Announcer, disc jockey, audience participation M.C. Experience includes two years training and practice at the University of Minnesota and Station KUOM. Also, university and civic theatre work and direction of radio drama for student's organization on campus. Box 394, BROADCASTING.

Would be announcer desires chance to get in radio. Good voice, two years college, married, intelligent, 20, part-time office experience at 50 kw station for year. Consider any offer. Box 398, BROADCASTING.

University trained announcer wants summer replacement in Chicago area station. Limited newspaper, free lance writing, radio experience. Box 410, BROADCASTING.

Announcer, two years experience. Married, 26. References. Disc. Will travel. Stan Mitchell, 4842 68th St., San Diego, Calif.

Can you use an eighteen year old disc jockey-announcer? Graduate of Radio City School. Has pleasing personality and voice. Disc and photograph upon request. Box 451, BROADCASTING.

Announcer. Experienced network affiliate. Console, commercials, record shows. Jeff Carter, c/o Roberts, 111 West 75th Street, New York 23, N. Y.

Have I reached the limit of my ability? Want Texas or southwest, where efforts are rewarded. Six years experience, radio. Box 210, BROADCASTING.

Announcer, 28, single, college graduate. Can handle news, disc shows, some sports, photo, disc available. Box 420, BROADCASTING.

Announcer—Ambitious married veteran. Graduate of radio school. Can write continuity. Desires on the job training, Wisconsin, Minnesota, Northern Illinois. Box 419, BROADCASTING.

Announcer, college-trained all phases radio. Single, vet, 21. Sincere hard worker. Prefer south. Disc and photo on request. Box 418, BROADCASTING.

Experienced young announcer, newscaster. Continuity, news writer. Veteran; college graduate. Box 261, BROADCASTING.

Radio City School of Radio Technique graduate with year's successful experience in radio announcing wants position in New York area or Virginia. Excellent references. Reply Wayne Scott, 215 W. 23rd Street, New York City.

Announcer—Capable, college trained all phases broadcasting desires position with progressive station. Disc, photo on request. William Hunt, 2715 W. Division Street, Chicago, Ill.

Announcer. Vet—10 months experience. Travel. Victor B. Muth, 3516 W. 57 Place, Chicago.

Announcer. Interested permanent position northeast. Nine years experience all phases, excellent diction, non-regional speech. Conscientious, reliable, trustworthy, non-drinker. Available personal interview or disc and photo sent. Minimum $70. Communicate directly with Box 73, Ringoes, New Jersey.

Announcer—Single, experienced in news, disc shows, play-by-play. Immediately available. Phone, wire or write David Teig, WSSV, Petersburg, Virginia.

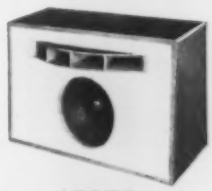
Newscaster-announcer, 22, single, sincere, aggressive, willing to work. One year announcer-emcee experience in army service shows. 2 years college, radio school graduate, travel anywhere. Box 446, BROADCASTING.

Chief announcer on small station or staff announcer on large city outlet, four years experience; currently chief announcer-program manager on Rocky Mountain station. Accent on newscasting. For full details write Box 445, BROADCASTING.

Announcer, newscaster, commercial writer; all-round staff duties; experienced. Age, 24. Family man. Disc and photo on request. George Peckham, 412 Genoa St., Arcadia, Calif.

(Continued on page 84)

The listening jury brings in the final verdict...



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ALL the experience of Bell Telephone Laboratories in the analysis of sound went into testing the performance of the 757A Loudspeaker. The most delicate instruments gave convincing evidence of its outstanding performance. All studies led to the same conclusion: that the Western Electric 757A can be matched by no other speaker in its combination of efficiency, frequency response and power capacity.

Yet one test remained to be applied: the test of the listening jury!

Human ears and emotions must render the final verdict. And at Bell Telephone Laboratories, men and women—like those who will listen to the loudspeakers in your station—fully confirmed the judgment of engineers and instruments!

When you hear the 757A yourself, you too will agree with their verdict. It's the loudspeaker you'll want throughout your studios and transmitter building...because it gives your programs the kind of reproduction they *deserve!*

For early delivery of the 757A, you should get your order in now. Call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

— QUALITY COUNTS —

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Distributed by Graybar — OFFICES IN 92 PRINCIPAL CITIES

Situations Wanted (Cont'd)

Technical

Negro—First class license desires position in broadcasting station. Single and will travel anywhere. 3306 Arch St., Little Rock, Arkansas.

Engineer, single, currently employed in station. Specialization in transmitter installation, operation and maintenance. Have broadcast, amateur and Navy electronics experience. Also some experience recording, nemo, control room. Excellent reference present employer. Box 213, BROADCASTING.

Transmitter operator—three years experience. First class license. Available immediately. Box 265, BROADCASTING.

Engineer, 1st phone, 1st telegraph. Five years marine experience. Three years Navy ETM 1st class. Some broadcast experience. All reasonable offers considered. Box 341, BROADCASTING.

Combination man, first phone license. Five years announcing experience. Network affiliate preferred. Mild climate desired. Married. Box 354, BROADCASTING.

Engineer, first cl. license. Single. West coast preferred. Box 443, BROADCASTING.

Chief engineer, AM-FM-TV available. College graduate, 31, married, $350. Box 444, BROADCASTING

Construction and operational engineer. Ten years experience in all phases of broadcasting. Let me take charge of your CP and build it into a first class radio station. Will stay on as chief engineer or build up a good engineering department. Address 1335 S. 28th St., Kansas City 3, Kansas.

Engineer, young man. RCA graduate 1947. 1st phone 2nd telegraph. Will go anywhere immediately. Salary secondary to opportunity. No experience but very willing to learn. Bernard Gold, 587 Third Ave., New York 16, N. Y.

Chief engineer. Available on three weeks' notice. Thoroughly experienced in transmitter and studio operation and maintenance. Directional operation and developmental FM experience. Now chief engineer of local. Minimum salary $70.00. Box 437, BROADCASTING.

Chief engineer desires permanent position with CP or established station. 20 years in all phases AM-FM to 50 kw. 38, married, family. Minimum salary $85. Prefer midwest. Box 425, BROADCASTING.

Ten engineers available immediately, all with first phone, some with training in announcing to handle combination job. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Two engineers with first phone available June first, one with eight months assistant chief, desire location in same station. Any location considered. Cook's Radio School, 188 Woodrow Wilson, Jackson, Mississipi.

Engineer, first class phone, one year experience, dependable, excellent references. Available immediately. Box 455, BROADCASTING.

Engineer—Have built two 250 watters from ground up. Fair fill-in at announcing and hillbilly M.C. 34 years, two years University of Texas, married, two children, own home. Ambition—to settle permanently. Not a hot-shot, but sober, honest and industrious. Box 456, BROADCASTING.

Engineer, 1st phone, 1st telegraph. 4 years marine experience. No broadcasting experience. 22. Will travel. Available immediately. Any offer considered. C. Derapelian, 1145 Anderson Ave., New York 52, N. Y.

1st Phone. Active ham. Available. 1136 Tuscaloosa Ave., Birmingham, Alabama.

Production-Programming, others

Program director—4 years diversified experience. Now employed as announcer on large metropolitan station in southwest. 22, married. Box 406, BROADCASTING.

Writer-director—Radio, television. Local and regional experience in commercial and public interest programming. Interested in market of 500,000 or more. Box 412, BROADCASTING.

Television, program director, announcer. Excellent knowledge television production. Three years standard broadcast experience. Desires connection with station having or anticipating TV grant. Box 413, BROADCASTING.

Cowboy vocalist. Radio, stage, recordings since 1935. Available for radio programs, advertising and selling. Dick Carson, Box 274, Cecil, Pa.

Situations Wanted (Cont'd)

News man, 6 years daily newscast, 25 years daily papers, outstanding local, district, state news roundup style. Ideas, advertising, publicity. Box 439, BROADCASTING.

Scriptwriter: BA, radio; MFA, stage Yale; samples; experienced; permanent; future. Box 441, BROADCASTING.

Continuity writer available June 15th. Two years experience, university graduate, single, Navy veteran. Will go anywhere for good salary. Box 417, BROADCASTING.

Continuity writer or director—Young woman, 23, single, college graduate. Seek place on staff of up-and-coming network affiliate in a sizeable city. Versatility, experience, ideas—and that impetus to "do the job right." Box 912, BROADCASTING.

Television producer-director. Well versed in all phases. Government television background. Please contact Box 422, BROADCASTING.

Newsman. Local news is most saleable radio commodity. Pulls largest listener rating. I now head local news bureau which I set up for 250 watt station. Want larger field. Newspaper and newscasting experience. Editor, reporter, writer. Married, 28, one child. Box 426, BROADCASTING.

Program director, announcer, 2½ years practical experience, understands all phases programming. Knowledge television production. Desires permanent spot with progressive organization. Box 250, BROADCASTING.

Newsman wants job in or near large city. Experienced reporting, research, news-announcing. 24, married, college graduate, veteran. Box 452, BROADCASTING.

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

For rent—One used continuity writer. Good condition. Write Box 399, BROADCASTING.

Attention stations in midwest. Experienced continuity writer desires radio work in commercial, feature or program writing. Ambitious young woman for permanent position. Box 404, BROADCASTING.

Schools

The SCHOOL of RADIO TECHNIQUE

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HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

For Sale

For sale, practically new Gates model 30-A console. Complete with power supply. Price, $500.00. Box 282, BROADCASTING.

For Sale (Cont'd)

½ interest in going recording studio. Investors must take over and operate studios and have had experience either in radio or in recording. This is an ideal two or three man operaton assuring income of $100.00 per week for each of 3 investors after all expenses. This is an exceptional opportunity for G. I.'s who are interested in getting into the recording business. Studios are fully equipped and have been in operation for many years. Located in mid-Atlantic states there are many opportunities for promotional recordings with schools and colleges which have not as yet been touched. Write or wire Box 285, BROADCASTING.

Will sell two RCA 84-A program amplifiers, used, excellent condition. Best offer one or both FOB, San Francisco. Box 408, BROADCASTING.

Two Western Electric type 109-A reproducers. Complete with arms, heads and filters; one spare 9-A head. Used only five months. Perfect condition. $465. KREL Baytown, Texas.

SAVE $2000.00

First come, first served. Brand new Western Electric FM one kw transmitter. Still crated. Two sets tubes. Can ship on one-day notice.

$7500.00 takes it.

BOX 450, BROADCASTING

Two 200 ft. Ideco and one 155 ft. Blaw-Knox square tapered insulated towers. Excellent FM antenna supports. Available about June 15. Make offer. Contact KLO, Ogden, Utah.

For sale—One 350 foot heavy Wincharger tower, new and complete, never taken from factory. Current market price $5,500.00. Make reasonable offer. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

BONDING COPPER

In Stock for Immediate Shipment.
Send for Our Price List Today.
J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For Sale (Cont'd)

For sale—One Western Eletrice 1 kw transmitter #D-96020, one Western Electric 5 kw linear amplifier #D97712. Complete with power supplies. Reasonable if taken at once. Contact Robert J. Dean at Radio Station KOTA, Rapid City, South Dakota.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—RCA 1 kw amplifier; excellent condition. Reasonable. WLAW, Lawrence, Mass.

Radio station in excellent market but making very little money. Could be successful with proper management. Box 427, BROADCASTING.

For sale—RCA phasing equipment, complete, for directive, non-directive 3-element operation; used on 680 kc. Reasonable offer acceptable. WLAW, Lawrence, Mass.

For sale—One 300 ft. Lehigh tower base insulated and self-supporting. Available for immediate delivery. Call or write Manager, WCAO, Baltimore 1, Md.

For sale—Lehigh 300 foot self-supporting tower. WLAW, Lawrence, Mass.

Wanted to Buy

Experienced broadcasters desire to buy station or CP in Texas, New Mexico, Colorado, Oklahoma, Louisiana, Arkansas, or Florida. Can pay cash. Box 262, BROADCASTING.

Wanted to buy a small station or CP anywhere in U. S. Prefer west or southwest, but will consider any location. Box 263, BROADCASTING.

500 watt high level AM broadcast transmitter, commercial make, suitable for police use. State price, condition and location in first letter. Solano County Sheriff's Office, 1350 Virginia Street, Vallejo, California.

250, 1000, or 5000 watt radio station. Will consider CP. Not afraid of competition. Box 428, BROADCASTING.

Interested in purchasing a 250, 500 or 1000 watt station in operation. Box 121, BROADCASTING.

Wanted—50 kilowatt transmitter. Wire full information. Box 448, BROADCASTING.

C. P.—Substantial interest for cash. Or operating station on equitable terms. Promptest action. Details first letter. Box 295, BROADCASTING.

Miscellaneous

Investor wanted—Interested social aspects radio. To back practical engineer-manager production man with similar interest. Box 411, BROADCASTING.

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Take all the time you need and we'll help you all we can when you make your audition discs at Audio Recording Service, 1906 M Street, N. W., Washington, D. C. Phone Re. 7943.

OUTSTANDING OPPORTUNITIES
in California
and Western Stations

Make arrangements to contact us during the NAB Convention at Los Angeles May 17-20. Blackburn-Hamilton Company headquarters will be at the Hollywood Knickerbocker. Phone Gladstone 3171.

This is an opportune time to negotiate for California and western properties. We have some unusually attractive situations that offer a splendid return on the investment and have outstanding potential possibilities. They are priced realistically.

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Tower Petroleum Bldg.
Central 1177

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Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

FCC Actions

(Continued from page 78)

May 6 Decisions . . .

BY COMMISSION EN BANC

TV Time Rule

As result of consideration of petition filed by Television Bcstrs. Assn. on March 4, Commission proposed amending its rules and regulations (Sec. 3.661 (a)) to provide for graduated periods of programming by commercial television stations depending upon length of time station license has been in effect. Stations would maintain regular program operating schedule as follows: Not less than two hours daily in any five broadcast days per week and not less than total of twelve hours per week during first 18 months of station's operations; not less than two hours daily in any five broadcast days per week and not less than 16 hours, 20 hours and 24 hours per week for each successive six-month period, respectively, and not less than two hours in each of seven days of week and not less than 28 hours per week thereafter. This would apply to stations operating on special temp. authority or program tests, as well as during license period. Test or other fixed patterns would not be counted. Present rule requires licensed television stations to program at least 28 hours per week with minimum of two hours per day.

TV Allocations

As result of hearing and oral argument, FCC made effective as of June 14 its proposed rule making of Aug. 14, 1947, which will (1) Abolish sharing of television channels by certain non-broadcast services because of interference problems; (2) Delete television Channel 1 (44-50 mc) and assign it to non-government fixed and mobile services which have been sharing television channels; (3) Allocate band 72-76 mc, now source of television interference, to fixed services on cond. that no interference will be caused to television.

Hearings Before FCC . . .

MAY 10

TV—Hearing

KWIS San Francisco—For modification of television facilities.

AM—Further Hearing

The Connecticut Electronics Corp., Bridgeport, Conn.—CP 740 kc 1 kw DA-D.

Westco Bcstg. Corp., White Plains, N. Y.—Same.

Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.—Same.

Intervenors: WOR New York; WJZ New York; WTAO Cambridge, Mass.

AM—Further Hearing

Concord Bcstg. Corp., Niagara Falls, N. Y.—CP 1230 kc 250 w unl.

Erie Bcstg. Corp., Buffalo, N. Y.—Same.

WHLD Niagara Falls, N. Y.—CP 1200 kc 1 kw limited time.

Parties respondent: WERC Erie, Pa.; WHAM Rochester, N. Y.

Rules Amendment

In matter of amendment of Commission's rules and regulations to provide for three new classes of operator licenses for broadcast service.

To be held before Commission in Hearing Room A, Interstate Commerce Commission Bldg., Washington.

AM—Hearing

Hotels and Theatres Inc., Bluefield, W. Va.—CP 1400 kc 250 w unl.

Party respondent: WBOB Galax, Va.

AM—Hearing

In matter of revocation of CPs KGAR and KGAR-FM Garden City, Kan.

To be held before Commissioner Hyde in City Commissioner's meeting room, Municipal Bldg., Garden City.

TV—Hearing

For TV facilities: United Detroit Theatres Corp., Detroit; Don Lee Bcstg. System, San Francisco; Television Productions Inc., San Francisco; Allen B. DuMont Labs. Inc., Cleveland; Allen B. DuMont Labs. Inc., Cincinnati; New England Theatres Inc., Boston; Boston Metropolitan Television Co., Boston; New England Television Co. Inc., Boston; WJR The Goodwill Station Inc., Detroit; The WGAR Bcstg. Co., Cleveland; United Bcstg. Co., Cleveland; Mass. Bcstg. Corp., Boston; Cherry & Webb Bcstg. Co., Providence; Columbia Bcstg. System Inc., Boston; Matheson Radio Co. Inc., Boston; E. Anthony & Sons Inc., Boston; WJW Inc., Cleveland; S. H. Patterson, San Francisco; KROW Inc., Oakland; Texas Television Corp., Dallas; A. H. Belo Corp., Dallas; Variety Bcstg. Co. Inc., Dallas; Cleveland Bcstg. Inc., Cleveland; Twentieth Century-Fox New England Inc., Boston; Leland Holzer, San Francisco; Columbia Bcstg. System Inc., San Francisco; Television Calif., San Francisco.

MAY 11

AM—Hearing

Woodward Bcstg. Co., Detroit—CP 840 kc DA 5 kw D.

Intervenor: WHAS Louisville, Ky.

Marmat Radio Co., Bakersfield, Calif.—CP 970 kc 5 kw unl. DA-N.

KERO Bakersfield, Calif.—Same.

MAY 12

AM—Further Hearing

WLEU Erie, Pa.—CP 1260 kc 1 kw-N 5 kw-D unl. DA-N.

WERC Erie, Pa.—Order to show cause.

The Civic Bcstrs. Inc., Cleveland—CP 1260 kc 5 kw DA-2 unl.

Intervenor: The Yankee Network Inc.

AM—Hearing

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—CP 960 kc 1 kw D.

AM—Further Hearing

Kansas City Bcstg. & Television Co., Kansas City—CP 1380 kc 5 kw D.

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Same.

MAY 13

AM—Hearing

Jorama-Fer Radio Corp., Caguas, P.R.—CP 1240 kc 250 w unl.

Caguas Radio Bcstg. Inc., Caguas, P.R.—CP 1230 kc 250 w unl.

MAY 14

AM—Hearing

KRGV Weslaco, Tex.—CP 1290 kc 5 kw unl. DA-DN.

AM—Hearing

Foundation Co. of Washington, Washington, D. C.—CP 580 kc 5 kw unl. DA.

Party respondent: WQQW Washington. Intervenors: WHP Harrisburg, Pa.; WIAC San Juan, P. R.

WEAM Arlington, Va.—CP 1390 kc 5 kw DA unl.

FM—Hearing

McClatchy Bcstg. Co., Stockton, Calif.—For FM facilities.

To be held at Stockton.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Stanadrd stations—1,656 licensed, 344 construction permits, 287 aplications in pending file, 320 applications in hearing; FM—123 licensed, 127 conditional grants, 775 CPs (of which 387 are on air under special temporary authority) 67 applications pending, 41 applications in hearing; television—seven licensed, 89 CPs (of which 16 are on air), 229 applications pending of which 146 are in hearing.

FCC Correction

ITEM on Redlands Broadcasting Co., Redlands, Calif., for actions on motions April 26 should correctly read as follows: Granted petition for leave to amend application for CP to specify 550 kc 500 w D in lieu 990 kc 250 w D, accepted amendment and removed application from hearing docket; dismissed as moot petition requesting 30-day continuance of hearing on petitioner's application and that of Empire Bcstg. Co., Redlands.

CANADIAN Broadcasting Corp. has started daily shortwave programs in Portuguese beamed to Brazil from its transmitters at Sackville, N. B. Nightly half-hour programs of Canadian news and commentary replace weekly half-hour program which has been in operation for some months.

Senate Confirms Two

SENATE last week confirmed two Presidential nominations of interest to radio industry. Charles Sawyer, Cincinnati lawyer, businessman, diplomat, was confirmed May 5, took oath of office following day as Secretary of Commerce, replacing W. Averell Harriman, appointed special U. S. ERP Ambassador. Mr. Sawyer is president of Radio Voice of Springfield, licensee of WIZE Springfield, Ohio, and Great Trails Broadcasting Corp., Licensee of WING Dayton, Ohio [BROADCASTING, April 26]. Delos Wilson Rentzel, chairman-president of Aeronautical Radio Inc., was confirmed as administrator of Civil Aeronautics Administration May 5 [BROADCASTING, April 12].

WLS AGAIN RECEIVES NATIONAL FIRE AWARD

1947 GOLD MEDAL award of the National Board of Fire Underwriters has been awarded to WLS Chicago for the third time in four years in recognition of outstanding public service in fire prevention. Award comprises a gold-plated medal and a $500 check, which it will turn over to a worthy charity.

The NBFU statement cited WLS in the past year as a "clearing house for farm fire problems, conducting extensive research into fire hazards and their correction and the organization of fire-protection districts, and acting as liaison between listeners and fire authorities."

The station distributed free construction plans to farmers, developed a method for combating spontaneous ignition of hay, advised farmers on formation of rural fire departments, and also gave support to those already established, the board stated.

Garden TV Cut

NEW YORK Boxing Commissioner Eddie Eagan announced May 6, following a conference with representatives of the Boxing Managers Guild and Mike Jacobs and Sol Strauss of Twentieth Century Sporting Club, that solution may be forthcoming in the near future of a controversy revolving about demands by the Guild for a share in receipts for television rights on fights promoted by the Twentieth Century organization.

ABC Stock

ABC filed registration statement with Securities Exchange Commission May 6 for approval for public sale of 500,000 shares of its common stock through an underwriting group, headed by Dillon Read & Co., New York. Network is arranging $5 million term loan with institution to augment stock sale for repaying $4 million bank loan. Balance and other ABC funds will be used in its program for video facilities, expected to be in operation later this year.

DETAILS ARE RELEASED FOR EARLIER GRANTS

OWNERSHIP and details of new standard station grants authorized by FCC April 30, supplementing earlier story in BROADCASTING, May 3, includes the following:

Hattiesburg, Miss.—Hub City Broadcasting Co., 1220 kc, 250 w, daytime. Co-partnership: Charles Welmer Holt, ex-program director and salesman at WCBI Columbus, Miss.; Marvin Reuben, KRMD Shreveport, La., sports director, and Vernon J. Cheek, broadcast sales engineer, Specialty Distributing Co., Atlanta.

Claremont, N. H.—Granite State Broadcasting Co., Inc., 1230 kc, 250 w, unlimited. Grantee is licensee WKBR Manchester.

Kingman, Ariz. — J. James Glancy, 1230 kc, 250 w, unlimited. Mr. Glancy has been publisher of Mohane County Miner for 11 years.

Lancaster, Ohio — Hocking Valley Broadcasting Corp., 1320 kc, 500 w, daytime. Principals: Nelson R. Embrey, Etna, Ohio, physician, president and 10.9%; Eugene V. Runkle, with The Retail Credit Co., Etna, vice president 11.5%; Kermit Sitterly, attorney, treasurer 10.9%; J. J. Hoodlett, physician, director 10.9%; W. D. Nusbaum, surgeon 10.9%. Remaining interest is held by eight other local people.

Cureo, Tex.—A. M. Respondek, 1600 kc, 500 w, daytime. Grantee is a radio engineer.

Camden, S. C.—Haygood S. Bowden, 1590 kc, 1 kw, daytime. ???

Pikeville, Ky.—Cumberland Pub. Co., 900 kc, 1 kw, daytime. Grantee publishes weekly Pikeville County News.

Jackson, Tenn.—Dixie Broadcasting Co., 1310 kc, 1 kw, daytime. Firm is owned solely by Aaron B. Robinson, president-general manager and 45.8% owner of WCMA Corinth, Miss., and secretary-treasurer and 50% owner WENK Union City, Tenn.

Muskegon, Mich.—N-K Broadcasting Co., 1600 kc, 1 kw, daytime. Co-partnership: Nicholas William Kuris, motion picture exhibitor, and Steven Klaud Garcia, former chief engineer of WKBZ Muskegon.

Rogers City, Mich. — Rogers City Broadcasting Co., 960 kc, 1 kw, daytime. Principals: Alfred Klann, commercial fisherman, carpenter-builder president and 75%; Harvey Klann, son, former Army radio technician, treasurer 12.5%; Albert G. Klann, son, in radio 14 years, secretary 8.75%, and Albert J. Beer, attorney, vice president 3.75%.

Shawano, Wis. — Shawano County Leader Pub. Co., 960 kc, 1 kw, daytime. Grantee publishes daily Leader.

Denison, Tex.—Grayson Broadcasting Co., 1220 kc, 1 kw, daytime. Principals: Burton V. Hammond Jr., manager Denison studios of KRRV Sherman, Tex., president 52%; Fred Conn, publisher and general manager daily Denison Herald, secretary-treasurer 24%, and Millard Cope, publisher-general manager Marshall, Tex., News-Messenger, vice president 24%. Grant made on condition that Mr. Hammond sever all association with KRRV.

All of the grants except Cureo and Shawano involved engineering conditions.

WANTED

PROMOTION—PUBLICITY MANAGER

WCCO, 50,000 watt Columbia-owned station in Minneapolis-St. Paul, offers unlimited opportunity to an experienced sales promotion and publicity director. A good salary, generous budget to invest, wide rein in creative work and responsibilities are assured the self-driver with radio background and effective ideas.

Write fully in strictest confidence. Samples of past achievements will be appreciated.

Write: Merle Jones
Radio Station WCCO
625 Second Ave. S.
Minneapolis 2, Minn.

At Deadline ...

NBC WILL RESHUFFLE TUESDAY NIGHT SCHEDULE

NBC WILL RESHUFFLE Tuesday night schedule early in June to comply with its policy prohibiting mystery programs before 9:30 p.m. in summer months. Lever Bros. summer replacement for *Amos 'n' Andy*. Tues., 9-9:30 p.m., *Call the Police*, crime show, will move into 9:30-10 p.m. period to be vacated by *Fibber McGee & Molly* (Johnson's wax). Latter program takes 17-week summer hiatus. First *Call the Police* show will be presented in original *Amos 'n' Andy* time, 9-9:30 p.m., as NBC policy allows one show to be heard at that time but not series. Following week it will shift to 9:30-10 p.m. Ruthrauff & Ryan is agency.

Tuesday 9-9:30 p.m. period will then be taken over by Pabst Blue Ribbon, which moves from Thursdays 10:30-11 p.m. on NBC. Eddie Cantor show will complete its season in Tuesday slot with *The Thin Man*, which is being written as comedy instead of mystery show, taking over for summer. Plans not set for 10:30-11 Thursday night period vacated by Pabst.

UNIFORM TIME FAVORED AT HOUSE HEARING

BROADCASTERS made another plea for uniform time Friday in hearings before House Interstate Commerce subcommittee considering HR-2740 by Rep. Joseph O'Hara (R-Minn.) and HR-2414 by Rep. Emory H. Price Jr. (D-Fla.), both providing standard time for business in interstate commerce.

Earl H. Gammons, CBS Washington vice president, described complications of mixed time and read resolution from CBS affiliates advisory board. Gene Juster, appearing for NBC Washington Vice President Frank M. Russell, agreed mandatory uniform time is needed. NAB Executive Vice President A. D. Willard Jr., however, supported HR-2740, saying it would make it extremely inconvenient not to observe standard time.

DON LEE TEMPORARY GRANT FOR COMMERCIAL TV

YEARS-LONG QUEST of Don Lee Broadcasting System for commercial operation of 16-year-old Los Angeles TV station W6XAO achieved Friday. FCC granted special temporary authority to operate commercially 90 days. It must use present experimental call, not KTSL which it sought.

Grant conditioned on ultimate FCC decision on Don Lee AM and FM renewals. Pioneer W6XAO has been on air since 1931 at cost of "millions of dollars." Don Lee received commercial grant in 1941, was unable to build because of war.

McCLATCHY TV APPLICATIONS

TELEVISION stations for KFBK Sacramento and KMJ Fresno, Calif., sought at FCC Friday by McClatchy Broadcasting Co. Sacramento application, for Channel 10 (192-198 mc), is third for one of three channels available under FCC's proposed new allocation plan. Fresno bid, for Channel 7 (174-180 mc), is third, with four channels open.

2 FULLTIME, 6 DAYTIME AM STATIONS AUTHORIZED

TWO FULLTIME, six daytime AM stations authorized by FCC Friday, including day outlet to Mountain Empire Broadcasting Corp. (1 kw, 1010 kc), Marion, Va., of which Virginia Lieut. Gov. L. Preston Collins is vice president. New AM grants:

LIVE OAK, FLA.—Live Oak Broadcasting Co., 1450 kc, 250 w, unlimited, conditioned to not operate before WGOV Valdosta, Ga., goes to 950 kc. STARKVILLE, MISS.—The Starkville Broadcasting Co., 1230 kc, 250 w, unlimited. Mayor Henry Grady Imes, for 17 years publisher weekly News, is 25% owner. AUBURN, ME.—Davis Broadcasting System Inc., 1320 kc, 500 w, daytime. NEW ORLEANS—Southland Broadcasting Co., 600 kc, 500 w, daytime. COALINGA, CALIF.—D. O. Kinnie, 1470 kc, 500 w, daytime. Grantee is owner KKIN Visalia, Calif. MARION, VA.—Mountain Empire Broadcasting Corp., 1010 kc, 1 kw, daytime. Principals: Robert Lane Anderson, editor weekly Smyth County News, president; Virginia Lieut. Gov. L. Preston Collins, vice president; Charles C. Lincoln Jr., president, Lincoln Industries, furniture maker, secretary-treasurer, and Robert C. Wolfenden, ex-manager WPUV Pulaski, Va., to be general manager. AMES, IOWA—Ames Broadcasting Co., 1430 kc, 1 kw, daytime. Partnership includes Harold W. Higny, engineer; L. Clay Rusk, WHO Des Moines newscaster, and W. Al Bell, announcer, each 12.5%. MT. PLEASANT, TEX.—Mt. Pleasant Broadcasting Co., 960 kc, 1 kw, daytime. Sole owner is Winston O. Ward, radio repair shop owner since 1936.

PERMITS FOR FM OUTLETS GRANTED BY COMMISSION

CONDITIONAL grants for two Class B FM stations and issuance of construction permits for two Class A and 11 Class B outlets reported by FCC Friday. Conditional grants went to Service Broadcasting Inc., Anderson, Ind., with Channel 254 (98.7 mc) proposed, and to The Donze Co., Ste. Genevieve, Mo., licensee KSGM there, with Channel 289 (105.7 mc) allocated and proposed. CPs were issued to:

WSYO Sylacauga, Ala.—Class B, 101.9 mc (Channel 270), 3.6 kw, 680 ft. KLCN-FM Blytheville, Ark.—Class B, 96.1 mc (241), 6.2 kw, 350 ft. WFML Washington, Ind.—Class B, 106.5 mc (293), 14 kw, 320 ft. WHOP-FM Hopkinsville, Ky.—Class B, 98.7 mc (254), 22 kw, 210 ft. WCMA-FM Corinth, Miss.—Class B, 101.5 mc (268), 3.9 kw, 230 ft. KDRO-FM Sedalia, Mo.—Class B, 99.7 mc. (259), 13.2 kw, 390 ft. KVNJ-FM Fargo, N. D.—Class B, 92.3 mc (222), 64 kw, 340 ft. WFAB-FM Utica, N. Y.—Class B, 93.7 mc (229), 9.3 kw, 290 ft. WIFM New Rochelle, N. Y.—Class A, 94.3 mc (232), 1 kw, 150 ft. WCAV-FM Norfolk, Va.—Class B, 103.3 mc (277), 41 kw, 280 ft. WAUX-FM Waukesha, Wis.—Class A, 95.3 mc (237), 190 w, 190 ft.

CPs issued in lieu of previous conditions: WXHR Cambridge, Mass.—Class B, 96.9 mc (245), 20 kw, 440 ft. WENY-FM Elmira, N. Y.—Class B, 106.9 mc (295), 5.1 kw, 650 ft.

KECA DENIED STAY ORDER

IN ACTION which may throw additional light on court's philosophy on FCC hearings as enunciated in its WCKY Cincinnati decision [BROADCASTING, April 19], Court of Appeals for D. C. denied KECA Los Angeles petition for stay order against FCC grant to KTHT Houston for 5 kw fulltime on 790 kc, which ABC's KECA also uses with 5 kw.

KECA claimed it would receive interference outside its normally protected contour.

KFVD SALE DISPUTE

ALTHOUGH J. Frank Burke Sr. advised BROADCASTING last week that $395,000 sale of KFVD Los Angeles had fallen through, Wesley I. Dumm, purchaser, stated he held "a bona fide contract and expected it to be completed." Mr. Burke contends majority of stockholders have voted against it and since sale against corporate majority will is not possible, earlier "tentative agreement" with Mr. Dumm is void.

STA HEARING ONE-SIDED; CHAIRMAN COY 'APPALLED'

NINE ATTORNEYS representing score of daytime AM educational and commercial stations appeared Friday before FCC *en banc* to oppose Commission's proposed rule change to abolish special temporary authorizations for night broadcast of special events by limited time stations. No one appeared to support FCC proposal and it was pointed out docket record bears no brief supporting STA abolishment. All appearing asked at least for chance to be heard in individual merits proceeding on STA requests.

Opposition was chiefly directed at FCC's stipulation that STA operation degrades night service through added interference and that FM service is broad enough to supplant STA need. Night service degradation point blasted by attorneys who asked why supposedly aggrieved broadcasters were not present.

On matter of one-sided representation, Chairman Wayne Coy commented: "I am appalled at the lack of interest of broadcasters to protect the very standards under which they are operating their stations."

SHAFFER TO KANSAS CITY

KEITH SHAFFER, timebuyer with Erwin, Wasey & Co., New York, resigns to join KMBC-KFRM Kansas City, in charge of sales for KFRM.

Closed Circuit

(Continued from page 4)

this Saturday (May 15); returning Wednesday. Other Commissioners to attend include George Sterling, Rosel Hyde and possibly Robert F. Jones.

FCC CHIEF-ENGINEER sweepstakes, to select successor to Comr. George E. Sterling, now points to status quo, with Acting Chief Engineer John A. Willoughby continuing indefinitely to run department. Consideration had been given to appointment of outsider.

WASHINGTON observers are wondering whether Tobey inquisition into FM-TV patent and allocation situation will prove another "one-day wonder." Original prognostications of all-out full-dress knockdown proceedings now are being temporized with report that proceeding may run one or two days.

IT'S generally believed now that when President Truman offered FCC left-winger Clifford J. Durr reappointment it was with absolute knowledge that Alabaman would turn down another seven-year term. Whole proceeding, according to these usually informed circles, was to save face.

WITH FCC's proposed TV allocations making no provision for additional channels in D. C. area, CBS is expected to make pitch for addition of fifth channel for Washington at upcoming June hearings on proposed allocations.

DEALER SURVEY completed last week by WMAR-TV, Baltimore *Sunpapers'* station, reveals city proper has upwards of 10,275 sets, including home-assembled installations, as against 6,500 under previous estimates. These are aside from receivers lying in Washington area also covered by Baltimore stations.

XUM

WHERE IS KANSAS CITY'S TRADING AREA?

No guesswork here! Dr. W. D. Bryant, former Director of the Department of Research and Information for the city of Kansas City, spent many months investigating and classifying all the factors which determine the limits of primary interest. From the findings of this nationally recognized expert, Kansas City's trading area has been clearly set down as encompassing all of the State of Kansas, the western half of Missouri, and small parts of Iowa, Nebraska, Oklahoma and Arkansas*. Before the institution of the KMBC-KFRM Team, no one Kansas City broadcaster could provide blanket coverage of the entire area.

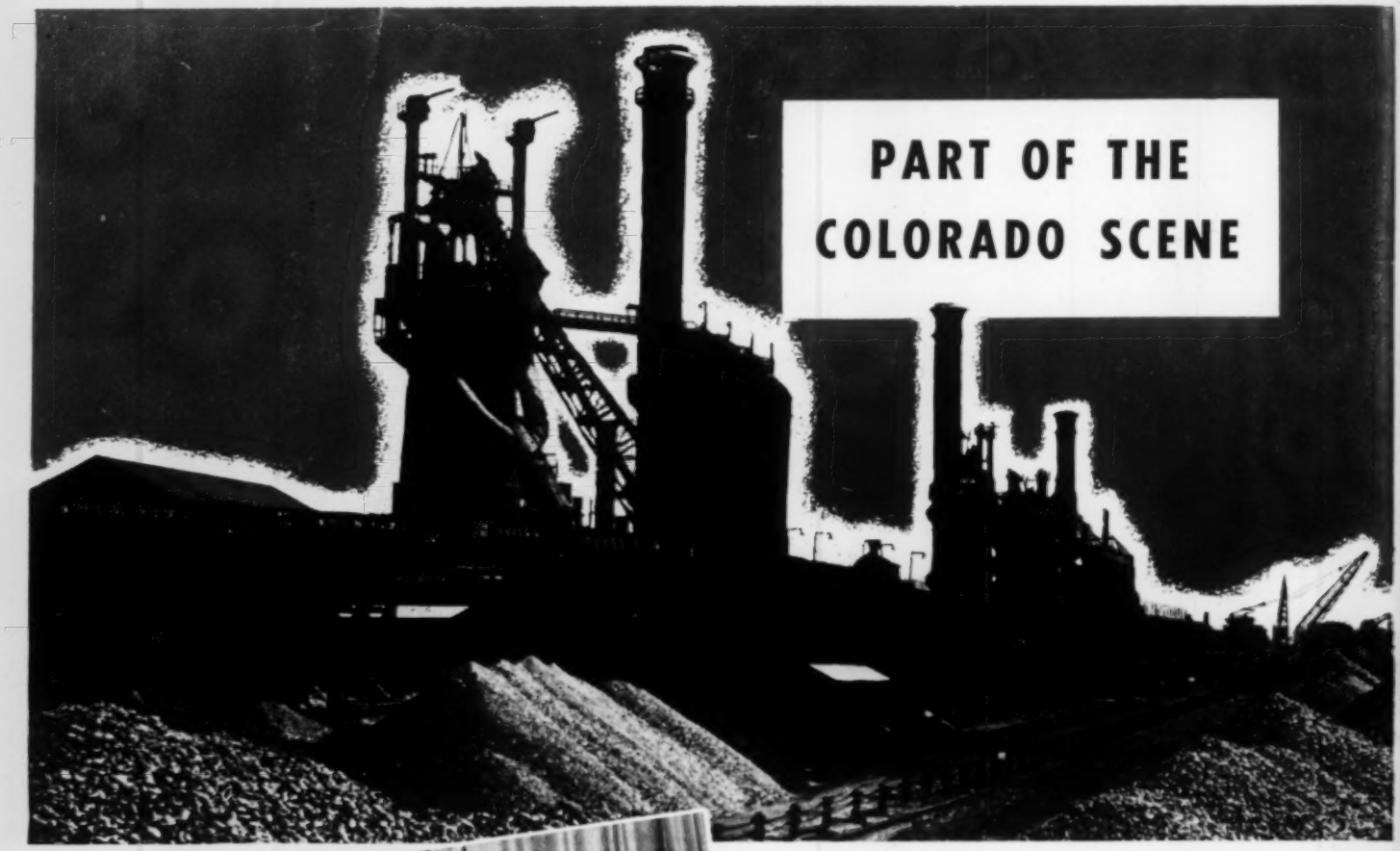
*The Study is Available on request

KMBC
of KANSAS CITY
5,000 on 980

7th Oldest CBS Affiliate
Represented Nationally by
FREE & PETERS, INC.

KFRM
for KANSAS FARM COVERAGE
5,000 on 550

Owned by MIDLAND BROADCASTING COMPANY



Manufacturing For 76 years the Pueblo Steel Plant of The Colorado Fuel & Iron Corp., above, has been a mighty factor in the development of the West and an important part of the Colorado scene. Abundant resources of minerals and fuel, a healthful climate and happy living conditions have continued to attract a wide and extensive variety of industrial activities. Meat packing, sugar refining, tire and rubber manufacturing and scores of craftsman type industries make up the industrial scene in Colorado today.

KLZ Forum The market place for ideas and discussion of Colorado's problems is the "American Legion Sounding Board of Public Opinion" heard over KLZ every Thursday night. Topics as timely as tomorrow's headlines make the program an integral part of the Colorado scene. Informed leaders from labor, business, religious, civic and educational groups participate in the discussion aired over KLZ in cooperation with Denver's Leyden-Chiles-Wickersham American Legion post, second largest in the world.

KLZ
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